



Impact Report #2

Thank you for completing this report because it is important that we share the outcomes of the project/program that you pitched at at TFN event. Please answer as accurately/comprehensively as possible, although we appreciate that you may not have exact answers to everything. If you raised funds after the event because of your pitch, we are keen to know about your success. To save and resume your report later, click the SAVE button at the bottom right of the page. When complete hit SUBMIT. Thank you.

1. Organisation name

One Girl

2. Your name and position

Rosanna Drew, Fundraising and Relationships Manager

3. Email address

rd@onegirl.org.au

4. Date of the TFN event at which you presented

23/10/2019

5. Please outline the project/program and funding you pitched for at the TFN event.

TFN has supported Year 1 of Business Brains in Uganda. Working with our partner ARUWE, young Ugandan women receive targeted vocational training to break the cycle of gender inequality and poverty. Business Brains focuses on technical training in emerging and profitable markets complimented by lessons about gender and rights, leadership, business development, and sexual and reproductive health and rights. Business Brains sets women up with the knowledge, skills and connections for success.

6. Please describe how the funding was used and the implementation of the project/program.

TFN funded six activities for year one:

1. Completing the Gendered Market Analysis (70% funded by TFN)

Your funding allowed us to do vital research that identified jobs where young women can truly shine! We interviewed over 1000 young women in Uganda to understand how gender affects their lives. We also looked at how young women can start businesses that don't just bring income but actually break the cycle of poverty and bring true independence. This research is a gamechanger for the next round of participants. The gendered analysis revealed a whole set of new profitable sectors to consider for the next round of training like beekeeping, briquettes and computer skills.

A young woman spoke about the power imbalance between the men and women in her community: "If you can't make any decision about your life as a woman such as family planning needs how then do you expect a woman to have a say in matters related to finances are critical to men's authority in the house?"

2. Consultations with stakeholders and local leaders (80% funded by TFN)

We held consultation meetings with stakeholders and local leaders at the start of the program year to introduce the program and secure their ongoing support. The importance of community support for a program like Business Brains cannot be overemphasized. Having the leaders on board opens doors to

further opportunities and new connections for our participants. It also enhances the program's sustainability, as local leaders can transition to holding the program in future.

3. Vocational and life skills training (50% funded by TFN)

During the first half of the program year, the focus was on providing the right equipment to the newly established business groups. Business kits were distributed to groups to increase production and quality and grow their market. For example, the yoghurt group received an oven system, cake mixer and yoghurt packages. This equipment has taken their businesses to the next level:

"Our yoghurt is selling never like before... This is a big achievement for us. Our vision of being among the lead producers of yoghurt in our region is coming true! We are very grateful to the One Girl project that has given chance to youth like us, who never attended school to earn decent incomes." (Yoghurt production group member)

The second half of the program year for the pilot cohort was focused on training. Between January and April 2020, the 156 continuing students received training in their chosen vocation, business modules, life skills and adult literacy. Each of the vocational groups received advanced level training from a specialised local trainer and mentor. For example, the seed group received training on good agronomic practice, value addition, packaging and group saving.

4. Body integrity training (100% funded by TFN)

156 students participated in a two part training to empower youth to know their rights and have the knowledge and power to control and make decisions about their bodies. In crisis situations, like in COVID-19, this information can be the difference between a girl staying in education or becoming a teen mother.

5. Support meetings and monitoring for businesses (100% funded by TFN)

156 students received support and monitoring visits from the program staff. Staff usually visit the groups and individual businesses on a monthly basis (when COVID19 restrictions allowed) to help them develop and keep on track with their business plans and savings. This has been so important to help the businesses recover from the economic shockwaves caused by COVID19.

6. Recruiting our new participants (50% funded by TFN)

TFN supported us to recruit our 200 new participants in a new way! Girls were invited to apply based on their motivation and aspirations, marking an exciting step towards refocusing the conversation from young women's 'vulnerability' to their abilities and talents. We also completed a baseline survey, so we can measure progress towards outcomes over years two and three.

7. Please describe the impact that the TFN funding has had on your organisation.

The funding given by TFN has let us run a very successful year of Business Brains and set us up to deliver even more outcomes for year two. Your funding has equipped our pilot cohort of young women with real vocational training and support to start their businesses. They now have the knowledge they need about their rights and health, meaning they can make informed choices about having families and their career. Our participants have worked really hard to apply their learning in establishing their new businesses and we have already seen so many examples of participants paying it forward by training up employees and spreading the economic gains of the program.

The insights provided by the gendered market analysis have meant we have a full picture of what it means to be a young woman out of school in Uganda in 2020. This means we have adapted year two of the program to make sure our participants are best supported to overcome the barriers they face to

employment. We also are offering a new range of more profitable and sustainable vocations that push the gendered boundaries of employment in Uganda. Your funding has brought community leaders on board and they have expressed their support for the program, which has been especially important during these difficult pandemic times.

Finally, your funding supported us to recruit the next cohort of young women in a new and empowering way, allowing them to practice a recruitment process and manifest their aspirations in an application. You also allowed us to complete a baseline survey with the new cohort, which lets us check knowledge and understanding of things like sexual and reproductive health now at the start. We will complete this survey at the end again so we can see the impact of your funding long term.

8. How many people have been supported by programs or activities that were funded by the TFN donations?

Total: 1504

1080 adolescent girls and young women were asked about their experiences of gender.

48 Key stakeholders were interviewed about market opportunities for young women.

20 community leaders attended consultation meetings.

156 young women received vocational, life skills and body integrity training.

200 new young women were recruited using the new strengths based approach and expressed their career aspirations through the baseline study.

9. Please tell us a short story about someone who has benefited from this funding.

Marie is one of the 156 young women who is in the vocational training program. Marie has chosen to be trained as a tailor and received training, mentoring and material to kick start her business: the Gayaza Youth Enterprise! However, just as Marie's business was taking off, the pandemic hit Uganda.

Marie was supported by the program to apply for a grant to boost her business through the pandemic. She was trained in how to make standard face masks that met the government guidelines. She was also linked with open suppliers that could sell her material. Marie's face masks proved very popular in her community and she quickly sold out her first 200. Drawing on her business skills she learned in Business Brains, Marie saved some of the money and invested the rest of her profits into renting a location to operate her business from and kitting it out with shelves for her products. Due to the high demand for her products, Marie has expanded her business and employed two more young women to help her manufacture and sell masks. Marie is using her increased income to provide her family with food through this difficult time and is planning on using her savings to pay for school fees when schools reopen.

Marie is such a great example of a young woman taking advantage of the opportunity that Business Brains brings and unleashing her talent on the business world. With some support and encouragement from the program, Marie has taken her business to the next level even in a pandemic! She has spread the immediate economic impact of the program beyond herself and her family to her new employees and their families. She is creating long term economic and social change by training other young women in her vocation. We can't wait to see what she does next!

10. How much money did you receive through TFN event for your project/program?

\$26,415.00

11. Please provide a budget breakdown on how the funds raised at the TFN were used.

70% of the gender analysis and Market Survey exercise - \$7,565

40% of consultations with stakeholders and local leaders - \$288

50% of the vocational and life skills training for pilot cohort (78 participants) - \$11,414

100% of the body integrity training for pilot cohort (156 participants) - \$1,2910

100% of support meetings and monitoring for pilot cohort businesses - \$1,609

50% of recruiting 2nd cohort of program participants and completing a baseline study - \$1,863

Subtotal: \$24,030

Overheads (10%):\$2,403

Total: \$26,433

12. Describe if, and why, any of the funding was used differently from what you described in your original pitch/budget.

We originally pitched for \$30,776 and therefore our planned activities were based on this higher budget. We received slightly less than this due to some donors not following through on their commitments on the night. So, we sought alternative funding for the in-country equipment and radio shows. We also made some changes to the monitoring and advocacy that we had originally planned. On the advice of our partner, we prioritised the consultations with local stakeholder and leaders at the start of the program over community advocacy in the second half of the year. This turned out to be a good decision, as these strengthened relationships allowed us to respond quickly to locate and support participants in communities when the pandemic hit. Also in response to the pandemic, we redirected the funds originally allocated to set up girl-led monitoring towards increased support meetings for the pilot cohort. These support visits have been really important to help the fledgling businesses weather the economic uncertainty triggered by COVID19.

13. What measures did you use to assess the impact?

We have a Monitoring, Evaluation and Learning framework where we track our progress towards completing activities and achieving outcomes. For year one, the activities funded by The Funding Network have been contributing to the following outcomes:

1. Young women set-up their own income generating activities.
2. Young women demonstrate increased agency to make decisions over their own bodies and have increased confidence to access sexual and reproductive health and sexual and gender based violence services
3. Young women have increased knowledge related to their rights and increased confidence to advocate for these rights.
4. Communities demonstrate increased support for women's/girls' rights.

We have been measuring whether we have achieved these outcomes through monthly monitoring visits (when COVID allowed) to the vocational groups. We have also completed a baseline survey with the pilot cohort which will be followed by an endline survey in January 2021. TFN directly contributed to measuring the impact of the second cohort through the baseline that was completed in July 2020.

14. Describe three ways that your organisation has changed in the past 12 months since the event. (You can also describe here how Covid-19 restrictions have impacted on and changed the way you work).

1. We have adapted how we fundraise, changing how we connect and engage with donors.
 - With One Girl's Australian headquarters situated in Melbourne, Victoria, we have been in lockdown since March 16th 2020 and the majority of fundraising operations have transitioned online.
 - When Covid-19 first hit, One Girl was in an unprecedented position and launched its first ever online Emergency Appeal.
 - We transitioned the workshops for our Ambassador Program to be held online, rather than holding them in person across the country.
 - All fundraisers have been equipped with tips to fundraise online or fundraising while adhering to social distancing measures.
2. We have designed and launched an online learning program in Sierra Leone called Girl Tok.
 - Girl Tok aims to keep girls in Sierra Leone safe and healthy, both mentally and physically during the

Covid-19 pandemic. It supports their readiness to return and complete school in 2021. It has been implemented in two phases: the first, a new online wellbeing program that commences during pandemic lockdown; the second, supporting participants in returning and completing the 2020/21 school year.

3. We are all working from home with reduced hours

- When the lockdown commenced in March 2020, all One Girl staff had their working hours and salaries reduced to enable more funding to go to the programs in Sierra Leone and Uganda.

- All One Girl operations in Melbourne, including meetings, training sessions, social gatherings and events have been held online.

- All One Girl staff have had to work from home since March 16th 2020.

Please upload photos of the work supported with TFN funding.

drive-download-20201013T015556Z-001.zip

Videos

<https://www.youtube.com/watch?v=fsDYwJpQVKE>

15. Over the past 12 months, did you receive any additional financial support from anyone you met through TFN?

No

16. Over the past 12 months, did you receive any goods in-kind and/or pro-bono services from anyone you met through TFN?

No

17. How important was TFN funding in helping you achieve your objectives this year?

We would have found it difficult to achieve our objectives without TFN funding

18. Has the TFN pitch coaching and mentoring helped you successfully secure funding from other sources after the TFN event?

No

{if

{_17HasTheTFNPitchCoachingAndMentoringHelpedYouSuccessfullySecureFundingFromOtherSourcesAfterTheTFNEvent = "Yes"}}

How much and from whom?

{HowMuchAndFromWhom2}

{ end if }

19. What were some of the other benefits of participating in TFN?

Pitch coaching for two One Girl representatives, which really helped them build confidence to speak clearly and passionately about One Girl's mission; expanding One Girl's network and being able to meet people from a variety of backgrounds at the event; to have received such wonderful support from TFN and funders on the night and; spreading awareness of the need of girls and women's education and empowerment.

20. Do you have any other comments or feedback on the TFN experience or funding process?

One Girl is very grateful for the opportunity to have presented and to have received such great support on the night.