

2018
2019

IMPACT
BRIEF





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OUR VISION + MISSION

Our Vision:

**We envision an equal world where rural smallholder farmers thrive.
A world where both men and women farmers live prosperous and
healthy lives.**

Our mission:

**To increase knowledge, agricultural productivity, and income of
small farmers in East Africa and remove additional barriers for youth
and women to access economic opportunities.**

Dear Friends,

For over 8 years the name KadAfrica has been synonymous with providing quality services to women in rural Uganda. This past year marked our most ambitious venture yet, KadAfrica piloted working with refugees in two major settlements in Uganda. It is thanks to the continued support from our donors and followers that we have been able to continue giving last-mile support through our proprietary educational training program and agricultural activities to girls and young women in rural Uganda. Without you, our dream of creating social change for women in Uganda would remain just that – a dream. If you haven't yet joined us, we hope you'll take the time to explore our site and to learn more about us. We've taken great care to anticipate any questions you might have about our organization. Women's giving circles like ours have a history of proven success. We are inspired by the remarkable work and effort of our team to ensure the success of the KadAfrica Experience and the changes we are seeing amongst our beneficiaries.

We want to share with you, not only a summary of our vision but also a report of actions taken, progress made, and achievements realized.

From the outset, we established a clear and focused mission, one demanding that we seek creative avenues to turn what we deem unacceptable social norms that have impacted young women in Uganda into a measurable program and responsible actions. The magnitude of this challenge is not lost on us, and we appreciate the daunting complexities involved. But we are determined to face these challenges directly, with the wisdom of strong, credible, and caring partners, because we understand that only responsible action will yield positive change. We strongly believe that if we can have an impact on the young women in our communities the benefits will extend far beyond them. We are proud of what we have accomplished in the past few years. And we hope to convey that we understand the fact, that our vision could not be realized without your gracious support.

#PassionForPassion



Eric Kaduru
Co-Founder & Executive Director

A handwritten signature in black ink, appearing to read 'Eric Kaduru'.

ABOUT US

KadAfrica is the alliance of a business and a non-profit. We call ourselves a socially-driven agribusiness that uses fruit farming as a vehicle to empower marginalized populations in Uganda. We aim to establish a sustainable market driven system to increase economic opportunities for rural communities through our integrated tropical fruit value chain.

KadAfrica was founded by Rebecca and Eric Kaduru as a small horticulture project in Fort Portal, Uganda, employing a handful of farm workers. Through relationships with local farmers and the community it was recognized that we could create real household level change for men and women by providing them with skills and resources necessary to generate a protected income.

KadAfrica registered as a private enterprise in 2012, and began bigger scale cultivation of passion fruit. When establishing the KadAfrica farm in Fort Portal, we learned that women were the company's most reliable employees. The women requested us to hold their salary and to invest in their family's development instead. Why? So they could ensure their salaries were not taken by a male family member. This inspired us to initiate a social business aspect to our supply chain, and ensure access to our agricultural markets for the most marginalized in our local communities, out of school girls and young women. Since then, we have expanded operations and grown our impact to reach more than 2,200 girls and young women and more than 200 smallholder farmers as passion fruit outgrowers in rural Western Uganda.



LAUNCHING THE KADAFRICA EXPERIENCE

A cycle of increasing impact that builds girls' skills and agency, so that they are able to realize their rights, determine their life outcomes, and influence decision making in households and communities.

The KadAfrica Experience was launched in 2015 building upon our previous years' experience in working with out of school girls as passion fruit producing cooperatives. The improved model includes a revised age-specific curriculum and complimentary family programming and advocacy component. It provides learning opportunities for out of school girls and young women. Training sessions are coupled with land access, the direct establishment of an agribusiness, and a guaranteed market ready for 100% of the cooperatives' production.

We enroll girls in cooperatives and equip them with knowledge, skills, and resources to begin their own passion fruit farms as they progress through a fun, integrated 3-part curriculum alongside their peers and families. Girls leverage their knowledge to develop a leadership role within their households. This is done with the goal of proving that a business can be sustainable, have a deep commitment to social impact, and create market-based change for adolescent girls and young women across Africa; it is, at its core, a holistic capacity building program with a deep commitment to impact that yields tangible financial results, sustainable livelihood options, and household level change.

3-PART CURRICULUM TRAINING SESSIONS



LIFE SKILLS & BUSINESS ACUMEN

Focusing on gender, health, sexual and reproductive health and rights (SRHR), entrepreneurship, and advocacy.



AGRICULTURE TRAINING

The girls receive a farm start-up kit and within 10 months they move into harvest and income generation.



FINANCIAL LITERACY & SAVINGS

Each cooperative set up their own savings groups, where they can also take out small loans and earn interests.

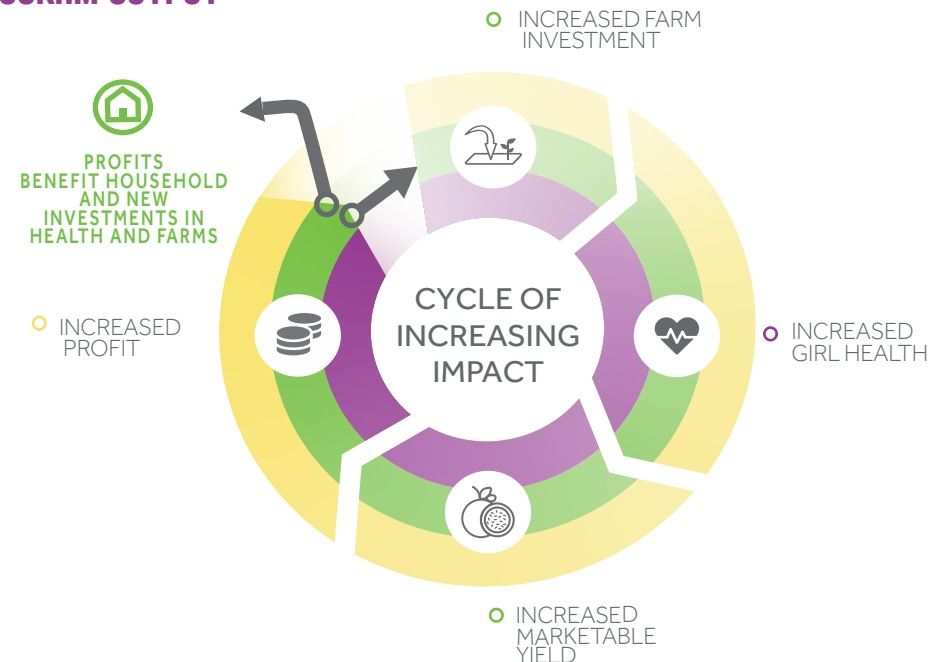
PROGRAM INPUT

- PROVIDE SEEDLINGS AND FARM INPUTS
- FACILITATE SAVINGS GROUPS
- ENSURE ACCESS TO LAND
- WEEKLY TRAINING TO INCREASE KNOWLEDGE AND SKILLS
- PURCHASE OF 100% OF MARKETABLE PRODUCTION

ENROLLMENT

GRADUATION

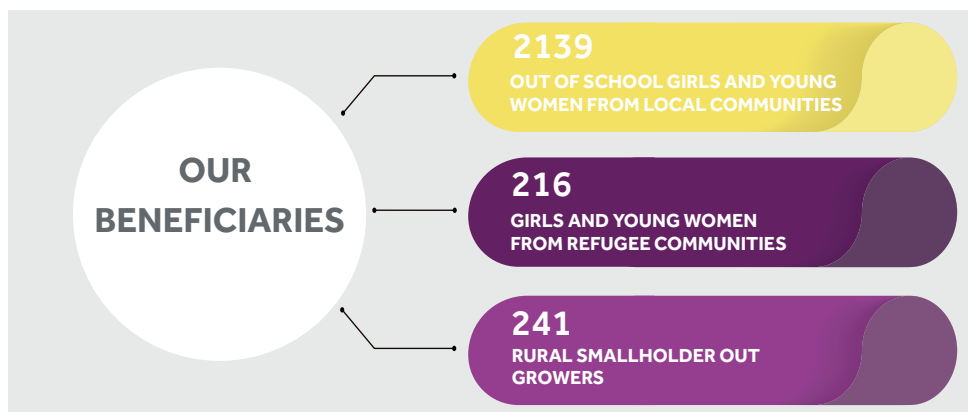
PROGRAM OUTPUT



2012-2020

2,355

OUT OF SCHOOL GIRLS AND YOUNG WOMEN FROM LOCAL AND REFUGEE COMMUNITIES ENGAGED IN AGRICULTURAL ACTIVITIES



777

OUT OF SCHOOL GIRLS AND YOUNG WOMEN ENROLLED IN THE KADAFRICA EXPERIENCE

1472

training sessions

128 HOURS

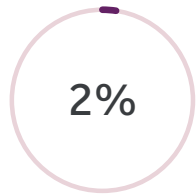
of training per girl

- 4 HOURS SELF ASSESSMENT
- 80 HOURS LIFE SKILLS & HEALTH
- 32 HOURS AGRICULTURE
- 12 HOURS SAVINGS & LOANS

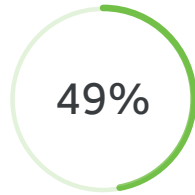


OUR BENEFICIARIES (2015-2020)

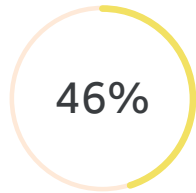
KADAFRICA GIRLS



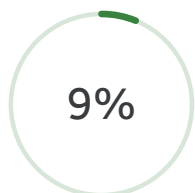
have never gone to school



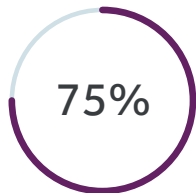
have not finished primary school



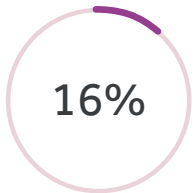
are already married when starting the program



have previous agricultural training



have children before starting the program



have 3 or more children before starting the program



11%
age 14-16



30%
age 17-20

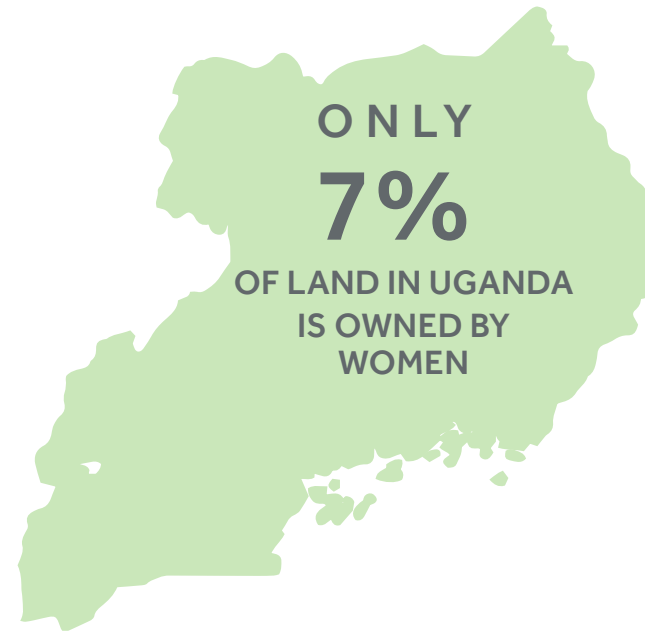


59%
age 21-24

AVERAGE AGE: 20 YEARS OLD



1 OUT OF 100
GIRLS FINISH
HIGHSCHOOL



OF GIRLS ARE MARRIED
BEFORE THE AGE OF 18



OF GIRLS HAVE GIVEN
BIRTH BY THE AGE OF 18



OF GIRLS LEAVE SCHOOL
DUE TO MARRIAGE OR
CHILD BIRTH

THE KADAFRICA GIRLS
HAVE AN AVERAGE OF
6.9 YEARS OF SCHOOL



699

GIRLS PASSED THEIR EXAM AND
GRADUATED THE KADAFRICA
EXPERIENCE PROGRAM



“

I was not sure I would make it.... I had been to school before, I knew how much focus this needed and did not think I would be able to do it, but I did. I am proud of myself. I am not the old Ester. I can go to the account and pick money which I never used to have even at my house. I have a source of income; I can even do the things that men do. I can support the family. My life has changed!

Ester Basemera

”



KADAFRICA IMPACT 2018–2019

KADAFRICA BUILDS CAPACITY THROUGH HOLISTIC PROGRAMMING. WE EMPOWER FEMALES TO TAKE GREATER CONTROL OVER THEIR LIVES,

KadAfrica has a strong desire to track the impact of our programming by conducting pre-and post-Knowledge, Attitude, and Practices (KAP) surveys with all KadAfrica beneficiaries. The pre and post questionnaire focuses on gathering knowledge, attitudes and practices around key program outcomes, in particular regarding sexual and reproductive health and rights (SRHR), livelihood, and income. To track our impact through 2018 and 2019, the KAP-surveys were administered to the 2 cohorts graduating within this time: Cort 6 and 7.

As a requirement for program selection, all beneficiaries are required to be between the ages of 14 and 24, be out of school, and

live within 30 minutes or less from the planting site.

The pre-questionnaire is conducted with beneficiaries prior to starting the KadAfrica program. The post-questionnaire is conducted with beneficiaries ten months after program enrollment, at graduation. Between 2018 and 2019, a total of 143 beneficiaries were enrolled as cohort 6 and 7. With an 8% drop out rate, a total of 132 beneficiaries graduated the program with a final exam. 108 girls were available for follow up qualitative impact assessment. The 108 beneficiaries were matched for additional statistical analysis.



LIFE SKILLS

KADAFRICA'S LIFE SKILLS CURRICULUM IS DESIGNED TO BUILD GIRLS' COMPETENCY IN AREAS THAT CAN POSITIVELY AFFECT THEIR SUCCESS NOT ONLY WITHIN THE PROGRAM, BUT ALSO IN THEIR ENDEAVOURS POST-GRADUATION. WE REGARD OUR LIFE SKILLS PROGRAMMING AS CRUCIAL FOR FEMALE PARTICIPANTS' SUCCESS AS SMALL FARMERS WITHIN THE CHALLENGING CONTEXT OF UGANDA'S PATRIARCHAL ECONOMIC PRACTICES.

KNOWLEDGE

Topics include self-esteem, goal setting, effective communication skills, public speaking, conflict resolution, and networking. An SRHR advocacy experiential learning module was developed and added to the KadAfrica Experience Program in 2019. The advocacy add-on addresses sexual and reproductive health issues that disproportionately affect out-of-school adolescent girls and young women both in terms of health access and economic injustice.

SKILLS

KadAfrica creates an exponential impact where girls get the skills to share the knowledge gained with their family and community. Combining these skills with increased knowledge on agriculture and finance, empowers girls and young women to make decisions and maintain control over their financial and personal lives, and to exercise greater influence within their households and communities. The sessions are designed to encourage women to engage in changing the views on gender equality within their communities. The KadAfrica girls and young women promote knowledge, awareness, attitudes, or behavior change on SRHR issues within their communities.

RESOURCES

Girls are given the resources to set up an advocacy campaign to unlock girls' potential as leaders and changemakers in their communities and accelerate girls' leadership practice and be viewed as mentors and leaders within their community. They draft event proposals and budgets and mobilize community stakeholders and community members. Cohort 6 and 7 decided community theatre was the best method to effectively reach their audiences and rehearsed and performed plays on their topics.



100%

of girls feel more confident in voicing their opinions during conflicts with household members since joining KadAfrica



830

COMMUNITY MEMBERS PARTICIPATED IN

ADVOCACY EVENTS

SRHR THEMES PRESENTED AT COMMUNITY ADVOCACY EVENTS

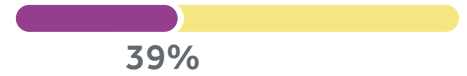
HIV PREVENTION & STIGMA
EARLY PREGNANCY
EARLY MARRIAGE
GENDER BASED VIOLENCE

LIFE SKILLS

488 of participants were youth between 10-20 years old. Gender distribution of the youth participating in advocacy:



BOYS



39%

GIRLS



61%

% OF GIRLS SHARING KNOWLEDGE

KNOWLEDGE MOST COMMONLY SHARED BY KADAFRICA GIRLS

97%

AGRICULTURE

96%

FINANCIAL LITERACY & SAVING

85%

MONEY MANAGEMENT

92%

SELF-ESTEEM

82%

CONFLICT MANAGEMENT

91%

FAMILY PLANNING

88%

HEALTH & HYGIENE

All statements of shared knowledge are self-reported

DAPHNE KATUTU



Is mute, and as a result she was socially outcast by her community. Daphne's grandmother used to struggle to care for her, and she had no support or help to do so. When KadAfrica came to the community, we welcomed Daphne to the group so that she could participate in the cooperative with the other girls. Her grandmother shared that this has helped Daphne to realize that she is just like everybody else. She finally feels accepted in the community.



HEALTH & SRHR

WE CREATE SOCIAL AND ECONOMIC TRANSFORMATION THROUGH EMPOWERMENT OF MARGINALIZED GIRLS TO REALIZE THEIR SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS (SRHR) AND CREATE SUSTAINABLE AND PROFITABLE LIVELIHOODS FOR THEMSELVES AND THEIR FAMILIES.

KNOWLEDGE

KadAfrica provides girls and young women with training on health and hygiene through a curriculum that covers subjects including menstrual hygiene and reproductive health, family planning, nutrition, prevention of sexually transmitted diseases and infections, healthcare access and strategies, and gender equality and healthy relationships. Girls reported gains in knowledge of health and hygiene topics ranging from healthy eating and hand-washing habits, to the spread and prevention of sexually transmitted diseases, to how to access health care at the appropriate facilities.

SKILLS

Girls gain the skills to stay clean and healthy. Giving the girls the ability to plan for their futures, based on updated knowledge on family planning, HIV prevention, and health care access.

RESOURCES

Girls are trained to make their own reusable sanitary pads that can become opportunities for small business enterprises as well as for community education on menstrual health and hygiene.



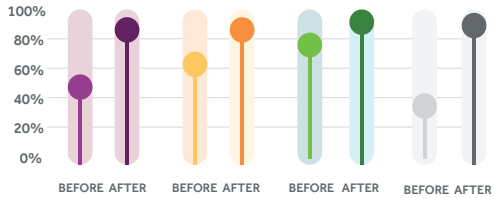
CHANGE IN GIRL HYGIENE PRACTICES

I ALWAYS BRUSH MY TEETH AT LEAST TWICE A DAY

I ALWAYS WASH MY HANDS AFTER USING THE TOILET

I ALWAYS CHANGE MY CLOTHES AND UNDERWEAR REGULARLY

I ALWAYS HAVE ACCESS TO SAFE PURIFIED DRINKING WATER



99%
OF GIRLS HAVE INCREASED THEIR USE OF FAMILY PLANNING METHODS

FREQUENCY IN GIRLS HAVING ACCESS TO MENSTRAUL HYGIENE PRODUCTS

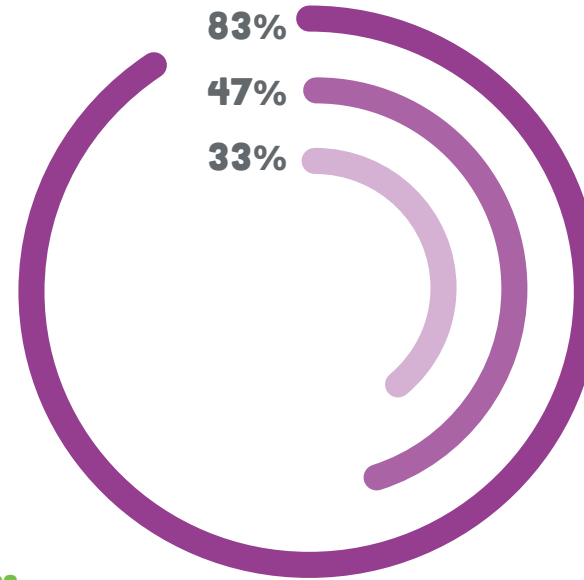


CPR

THE CONTRACEPTIVE PREVALENCE RATE (CPR) IS CALCULATED BY THE PROPORTION OF MARRIED WOMEN REPRODUCTIVE AGE (15-49 YEARS) WHO ARE CURRENTLY USING (OR WHOSE PARTNER IS USING) A CONTRACEPTIVE METHOD AT A GIVEN TIME POINT.



HEALTH & SRHR

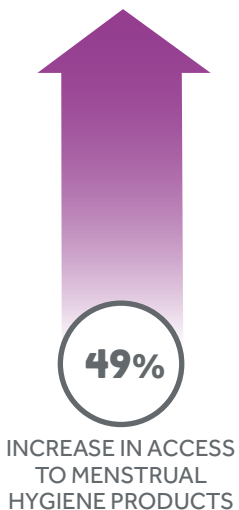


99 %
OF GIRLS HAVE ACCESS TO MENSTRUAL HYGIENE PRODUCTS POST-PROGRAM

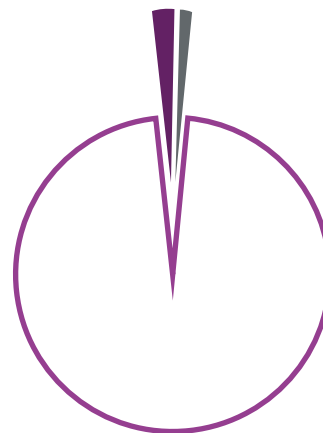
”

“before I was poor and would not bother going for checkup, I would just realize when I have already been infected, but now it’s immediate since the money and knowledge I have attained from KadAfrica”

Soki Maureen, Kasiisi



TYPES OF MENSTRUAL HYGIENE PRODUCTS USED POST-PROGRAM



MENSTRUAL HYGIENE MANAGEMENT

Menstrual hygiene Management is an important part of our SRHR knowledge sessions as it is not only a sanitation matter, but an important step towards safeguarding the dignity and body integrity of women and girls.

AGRICULTURE & INCOME

INCLUSIVE VALUE CHAIN

By allowing girls to participate as suppliers in a complete value chain, girls are not only able to generate and save protected income, they become engaged and proactive economic and social change drivers in their communities. By processing our fresh passion fruit into pulp, we can provide the highest purchase price for our girls. space to earn without pressures from family or landlords.



INNOVATIVE LAND LEASES

KadAfrica utilizes relationships with government and religious leaders to source locally available land which is sub-let to girls on 2-year terms, for free. This allows communities to sustainably utilize land assets to benefit the community while innovatively maintaining the integrity of private land holdings and provides girls with a safe, independent space to earn without pressures from family or landlords.



PASSION FRUIT

The KadAfrica Experience agricultural program, is a tailor made "Earn as you Learn" approach, aimed at improving girls' access to income through passion fruit farming. Each girl within the program receives 60 seedlings, and access to land for the duration of the program.



ENVIRONMENTAL IMPACT

Unsustainable land use practices are responsible for roughly a quarter of human-caused greenhouse emissions, and as an NGO that focuses on agriculture, KadAfrica is committed to doing its part in turning that around by improving the health of the soils in which we work. By teaching smart agriculture, we are giving small holder farmers the tools needed to preserve Uganda's rich soils for generations to come. By growing passionfruit, a perennial crop, we are able to use less inputs, improve the soil's ability to store carbon, preserve nutrient rich top-soil, and sequester carbon. To further improve soil quality and prevent the depletion of nutrients, KadAfrica has introduced intercropping into our curriculum. We have found that intercropping not only shows potential to more sustainably manage pests, but intercropping can also improve soil and water quality by reducing pesticide use, increasing vegetative cover, and diversifying root structure.

48%

OF GIRLS HAD NO JOB AND NO INCOME BEFORE STARTING THE PROGRAM

99%



OF GIRLS ARE ABLE TO GROW PASSION FRUIT INDEPENDENTLY

AGRICULTURE & INCOME

Cohorts 6 and 7 experienced delays in their passion fruits ripening and harvest was delayed. Income data based on passion fruit harvest is therefore forecasted based on previous cohorts.



MOST COMMON AGRICULTURE CHALLENGES



69% PESTS AND DISEASES



53% LONG DRY SEASON

4 X INCOME INCREASE

52% OF KADAFRICA GIRLS & YOUNG WOMEN START OUR PROGRAM WHILE MAINTAINING THEIR PREVIOUS INCOME GENERATING ACTIVITIES



\$8 PER MONTH PRE-PROGRAM



\$32 PER MONTH POST-PROGRAM



\$1578 was earned through intercropping
13240 bundles of spinach were sold
10758 bundles of spinach were consumed

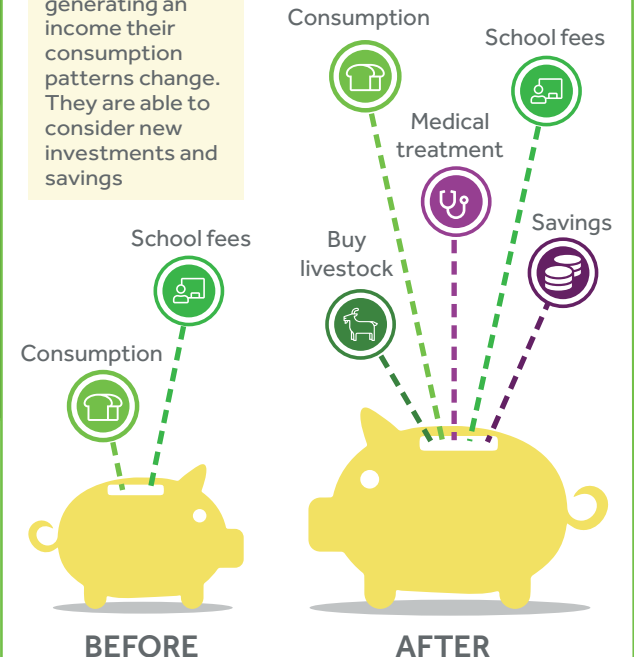
INTERCROPPING

Cohort 7 participated in a pilot test of intercropping in addition to planting passion fruit. Intercropping focused on planting spinach as a supplementary vegetable that is relatively easy to grow. Above and beyond providing income there was a focus on promoting diversified nutrition. Majority of beneficiaries have moved on to intercropping other vegetables planting local collards, cabbage, and eggplant.



CHANGE IN INCOME SPENDING

As girls start generating an income their consumption patterns change. They are able to consider new investments and savings



LIVESTOCK OWNED WHEN GIRLS FINISH THE PROGRAM



14% INCREASE
1 EXTRA GOAT PER GIRL ON AVERAGE



9% INCREASE
1 EXTRA PIG PER GIRL ON AVERAGE

93%

HAVE ACCESS TO MONEY TO START THEIR OWN BUSINESS

SAVINGS & LOANS

KADAFRICA ENSURES THAT GIRLS ARE ABLE TO EARN PROTECTED INCOME BY ORGANIZING THEM INTO SELF-GOVERNED SAVINGS GROUPS USING THE SAVINGS AND INTERNAL LENDING COMMUNITIES (SILC) METHODOLOGY.

CONSISTENT SAVING CAN PROMOTE A HEALTHY, FINANCIALLY SECURE LIFESTYLE FOR PARTICIPANTS AND THEIR FAMILIES, AND CREATE SUSTAINABILITY AND GROWTH POTENTIAL FOR THEIR SMALL BUSINESSES.



KNOWLEDGE

In addition to agriculture and life skills, each KadAfrica cooperative receives financial literacy training that imparts the value of savings and planning for the future, with the core idea that business income doesn't translate to personal income. Knowing how to save and borrow is key. Common reasons for borrowing money include school fees for a child or sibling, healthcare for the borrower or a family member, and investing in the next harvest or small business venture.

SKILLS

Experienced coaches instruct girls on how to set up and manage a savings group, and how to draft a constitution of rules and procedures. Girls then develop their own savings constitutions, set their own rules, and develop their own interest rates. They elect key leadership roles, including a Secretary, a Treasurer, a Time Keeper, and three Key Keepers.

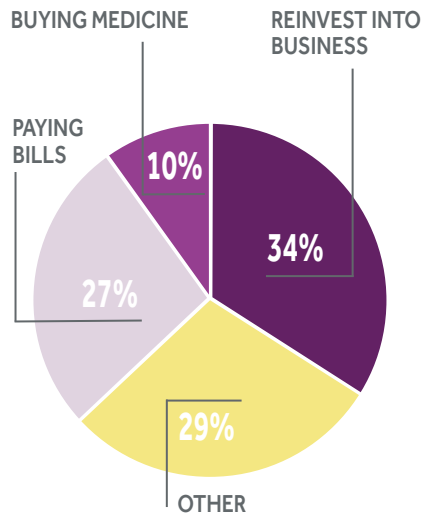
When graduating, the girls will have the skills to set up a constitution for a group, manage group dynamics, and do simple bookkeeping.

RESOURCES

Each cooperative is provided with a savings box with 3 padlocks and a book-keeping book where the girls can register all savings, loans, and repayments.

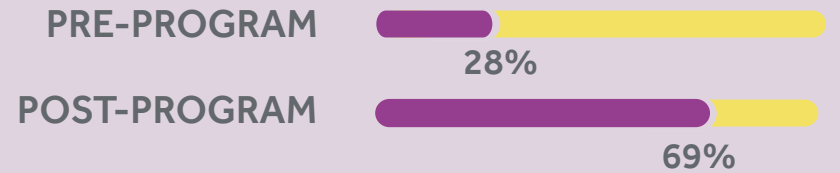
SAVINGS & LOANS

REASONS FOR TAKING LOANS



100% OF LOANS TAKEN DURING THE PROGRAM CAME FROM GIRLS' OWN SAVINGS GROUPS

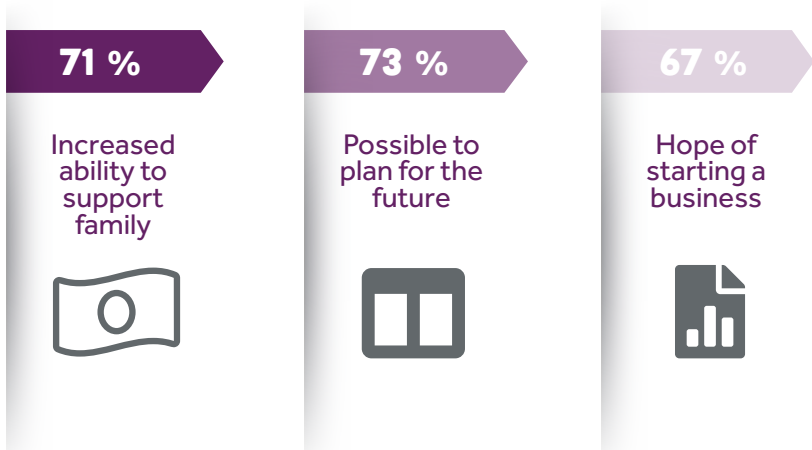
% OF GIRLS WHO HAVE EVER TRIED TAKING A LOAN



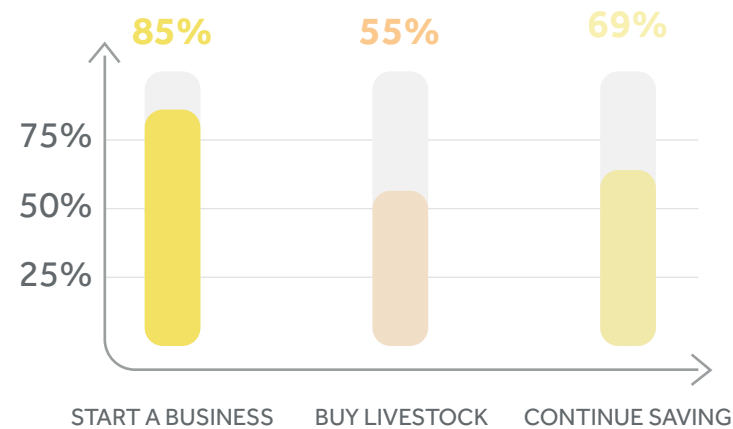
72 %

OF GIRLS WHO ACCESSED A LOAN THROUGH THEIR SAVINGS GROUP, HAD NEVER ACCESSED LOANS BEFORE

MOST COMMONLY REPORTED BENEFIT OF THE SAVINGS GROUP



GIRLS' FUTURE PLANS FOR SAVINGS



GIRLS SAVE

\$3

PER MONTH
ON AVERAGE

MEASURING IMPACT



One of KadAfrica's foundational understandings, and core values, is to never rest on the efficacy of past accomplishments when developing and carrying out our programming. Our theory of Change demonstrates the vision for KadAfrica's inclusive, girl-centered value chain initiative. We measure impact through key impact indicators, process through program performance indicators, and monitoring program activities.

Throughout the KadAfrica Experience cycle, our team leverages lessons learned from prior programming, live updates and feedback mid-program, as well as consistent, grounded organizational tenets to ensure the effective realization of our mission and measurable outputs. On an activity level, KadAfrica maintains a girl database, which includes data for girls and their families. This information is bolstered by quantitative data on the practical and attitudinal changes of all girl-cooperatives through our tested and verified pre- and post-program KAP Surveys. On an organizational level, KadAfrica measures effectiveness by tracking key performance indicators over time. Additionally, we track the income earned through agro-processing, coupled with the reach of our advocacy initiatives.

SUSTAINABLE IMPACT AT SCALE

We strive to be the best at engaging adolescent girls. Delivering gender specific and age-appropriate programming is our way of working towards the Sustainable Development Goals for a better world.

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



5 GENDER EQUALITY



8 DECENT WORK AND ECONOMIC GROWTH





STAY IN TOUCH

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#PassionForPassion



OUR CURRENT PARTNERS

