

BUSINESS PLAN PSM CHARITY



Mission

To empower children and women in communities, focusing on their holistic development and well-being.

Vision

A future where every child and woman leads a happy and dignified life, free from deprivation and filled with opportunity.

CURRENT AS OF
1 JAN 2025

PSM CHARITY

CREATED BY
PSM CHARITY



Executive Summary

Overview

PSM Charity is a Uganda-based nonprofit organization dedicated to empowering children and women in underserved communities. Guided by compassion and a commitment to sustainable development, PSM Charity implements innovative programs focusing on education, health, economic empowerment, and advocacy.

Key Initiatives

- Sow & Soar Program: Empowering youth and women through sustainable organic farming.
- Style & Beauty Academy: Vocational training in tailoring, hairdressing, and entrepreneurship.
- Kids Safe Harbor Program: Holistic care for vulnerable children through education, nutrition, and emotional support.
- Books for Education: Affordable textbook production and distribution to improve literacy.
- Mother's Milk Miracle: Comprehensive breastfeeding education and support for young mothers.
- Sugar Daddy Awareness Program: Educating young girls on healthy relationships and digital safety.



Organizational Overview

Founding Story

PSM Charity was inspired by a television broadcast of a young girl heading a child-led family. The overwhelming need for support sparked the creation of an organization focused on uplifting vulnerable groups. Since its founding, PSM Charity has grown into a trusted entity, impacting thousands through education, healthcare, and empowerment programs.

Core Values

Core Value 1:	Empathy
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Core Value 2:	Compassion
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Core Value 3:	Service
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Core Value 4:	Respect
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Core Value 5, 6 & 7:	Humanity, Resilience & Unity
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Sow & Soar Program

- Goal: Provide organic farming and entrepreneurship training for 200 youth and women annually.
- Impact: Improved food security and household income by 50% in the first year.
- Funding Need: \$175,000 annually 【12†source】 .

Style & Beauty Academy

- Goal: Train 400 young women in tailoring, hairdressing, and business skills within four years.
- Impact: 70% of graduates employed or running businesses within three months of graduation.
- Funding Need: \$150,000 【13†source】

Kids Safe Harbor Program

- Goal: Support 600 needy children annually with education, nutrition, and emotional care.
- Impact: Improved educational outcomes and reduced malnutrition rates in Uganda.
- Funding Need: \$99,554 annually 【17†source】 【18†source】

Books for Education

- Goal: Provide subsidized textbooks to thousands of Ugandan students.
- Impact: Improved literacy rates and educational outcomes through increased access to learning materials.
- Funding Need: \$50,000 annually 【19†source】

Mother's Milk Miracle

- Goal: Educate 500 young mothers on breastfeeding and nutrition annually.
- Impact: 70% increase in breastfeeding practices and better maternal and infant health.
- Funding Need: \$10,000 annually 【16†source】

Sugar Daddy Awareness Program

- Goal: Educate 200 girls annually on healthy relationships and digital safety.
- Impact: 80% of participants increase awareness of exploitative relationships.
- Funding Need: \$20,000 annually 【15†source】

Market Analysis

Challenges Addressed

- High youth unemployment (over 70% of Uganda's population under 25 lacks sustainable livelihoods).
- Limited access to quality education (up to 13 students per textbook in some regions).
- Vulnerable groups (children and women) facing poverty, exploitation, and malnutrition 【13†source】 【18†source】 【19†source】

Alignment with SDGs

- SDG 1: No Poverty
- SDG 2: Zero Hunger
- SDG 4: Quality Education
- SDG 5: Gender Equality 【18†source】

Implementation Approach

- Leverage community partnerships to recruit participants.
- Provide hands-on training and workshops facilitated by experts.
- Utilize monitoring and evaluation frameworks to track progress.

Key Partnerships

- UgoCert for technical training (Sow & Soar).
- Local schools for curriculum delivery (Sugar Daddy Awareness Program).
- Printing facilities for textbook production (Books for Education).

Financial Plan

Annual Budget Overview

- Sow & Soar: \$175,000
- Style & Beauty Academy: 500 million UGX
- Kids Safe Harbor: \$99,554
- Books for Education: \$50,000
- Mother's Milk Miracle: \$10,000
- Sugar Daddy Awareness Program: \$20,000

Revenue Streams

- Grants and donations
- Corporate sponsorships
- In-kind contributions from partners

Short-Term Goals

- Train 1,200 youth and women in organic farming (Sow & Soar).
- Provide textbooks to reduce the pupil-to-book ratio to 1:3 (Books for Education).
- Educate 500 young mothers on breastfeeding (Mother's Milk Miracle).

Long-Term Goals

- Replicate successful program models in other regions.
- Achieve community self-reliance through skill-building initiatives.
- Contribute to national educational and health improvements [\[12†source\]](#) [\[13†source\]](#) [\[17†source\]](#)

◆ Sustainability and Scalability

Sustainability Plans

- Establish peer-to-peer mentorship programs.
- Train local volunteers to manage community-level initiatives.
- Partner with local governments to integrate programs into national development plans [\[16†source\]](#) [\[18†source\]](#)

Scalability Strategy

- Document best practices for replication in other regions.
- Engage donors to expand program reach.

Team and Governance

Meet the Team

At PSM Charity, our strength lies in the passion, expertise, and dedication of our leadership team. Together, they drive the organization's mission to empower children and women across Uganda.



Nkinzi Ruth Nakalema

Executive Director

Leads PSM Charity with a focus on strategic growth and transformative community programs.



Grace Gaboine

Monitoring & Evaluation Manager

Drives measurable impact through data-driven assessments and sustainable outcomes.



Nagawa Tranella

Projects Manager

Oversees initiatives with expertise in IT and community development, ensuring strategic success.



Finance and Administration Team

A group of dedicated professionals ensuring seamless operations and resource management.

Team Structure

PSM Charity operates with a dynamic and collaborative team structure designed to maximize impact and efficiency. Each team member plays a vital role in implementing our vision and mission.



Our team structure ensures that every individual's expertise contributes to a collective vision. By fostering collaboration and leveraging each member's strengths, PSM Charity remains poised to create meaningful and sustainable change for the communities we serve.



Marketing Plan

Method	Description
Community Engagement	Using social media, events, and newsletters to connect with stakeholders.
Brand Awareness	Establishing PSM Charity's identity and mission through consistent messaging and visuals.
Fundraising Campaigns	Strategies to reach potential donors and encourage support.
Partnership Outreach	Building relationships with businesses, government entities, and other nonprofits.
Impact Reporting	Sharing success stories and program outcomes to build trust and encourage further contributions.

A comprehensive marketing strategy ensures that PSM Charity's impactful work reaches the right audiences, inspiring partnerships and sustainable support. By leveraging digital platforms, community events, and strategic collaborations, we can amplify our mission and create lasting change for those we serve.



Important Note

At PSM Charity, we believe that sustainable change starts with collective effort. Every contribution, no matter the size, plays a vital role in shaping a brighter future for Uganda's children and women. Together, we can turn challenges into opportunities and dreams into reality. Your support not only transforms lives but also uplifts entire communities, leaving a legacy of hope and empowerment for generations to come.

Call to Action

Join us in transforming lives. Support PSM Charity in empowering youth and women, fostering self-reliance, and creating a brighter future for Uganda. Partner with us today to make a lasting impact.
