



STYLE & BEAUTY ACADEMY

EMPOWERING YOUTH AND YOUNG MOTHERS IN UGANDA

EXECUTIVE SUMMARY

The Style & Beauty Academy by PSM Charity empowers Uganda's young women and mothers with vocational skills in fashion, tailoring, and hairdressing, addressing the critical need for employment and skill development.

Mission

Empower youth and young mothers through vocational training to achieve financial independence.

Funding Request

Seeking 500 Million UGX to establish training centers, cover operational costs, provide starter kits, and mentorship for four years.

Sustainable Growth After the pilot, expand to other districts, targeting 1,200 women in 4 years with ongoing partnerships and support.

Vision

Create sustainable livelihoods for young women in Uganda through skill development and entrepreneurship.

Impact Goals

Train 400 young women in 4 years;
70% employed or in business within 3 months.

Boost graduate income by 50% within 6 months.

Host 4 community events annually to build support.



PROBLEM STATEMENT

The Challenge || High Youth Unemployment and Limited Vocational Training in Uganda

Over 70% of Uganda's population is under 25, with limited access to employment. For young women, the lack of vocational training and resources traps them in cycles of poverty and exclusion. The Style & Beauty Academy breaks these barriers, offering skills and opportunities to empower youth.

Key Issues

1. High Youth Unemployment

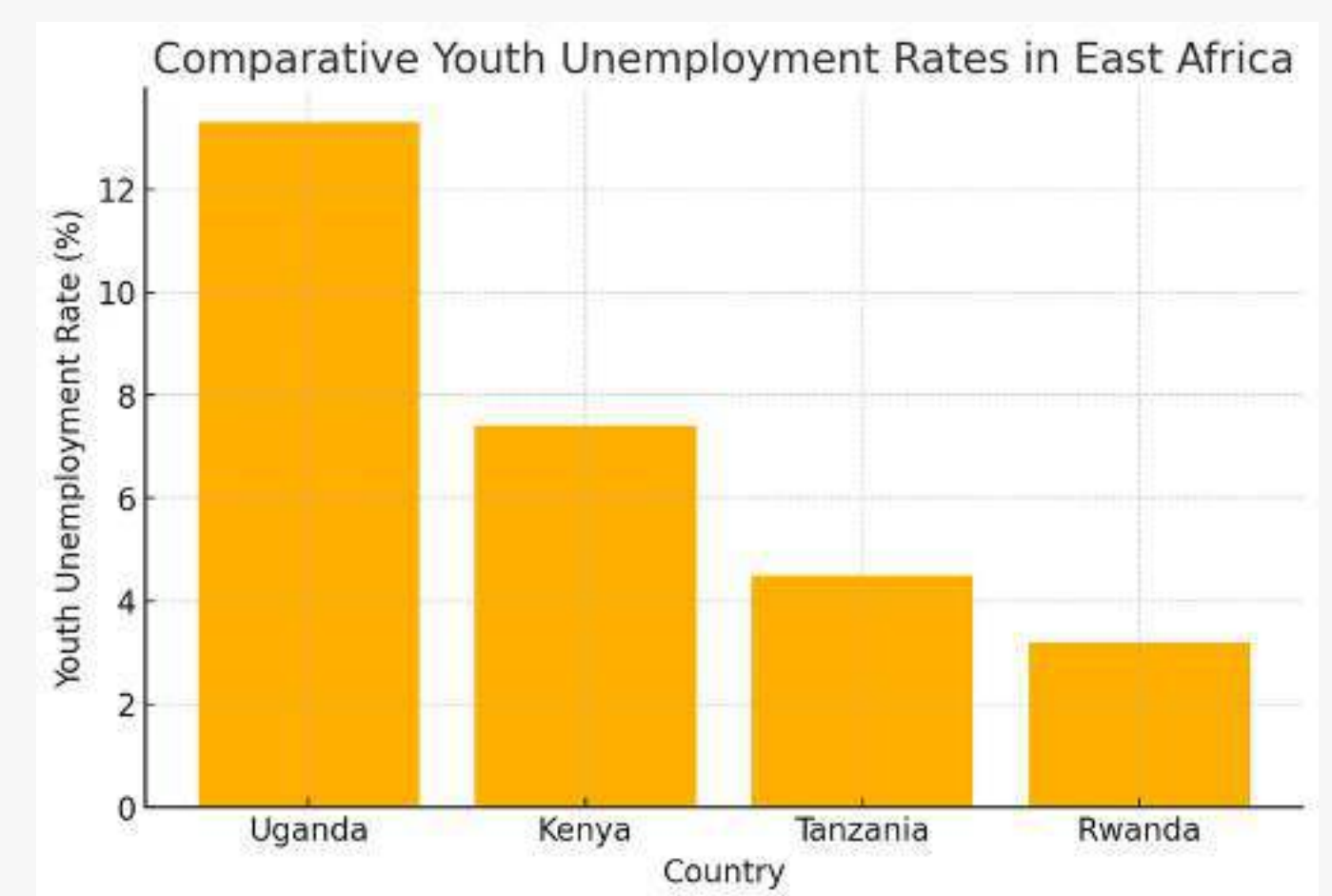
- Uganda has one of the highest youth unemployment rates globally.
- Limited job opportunities leave many young people, especially school dropouts, vulnerable to poverty.

2. Lack of Vocational Training for Young Women

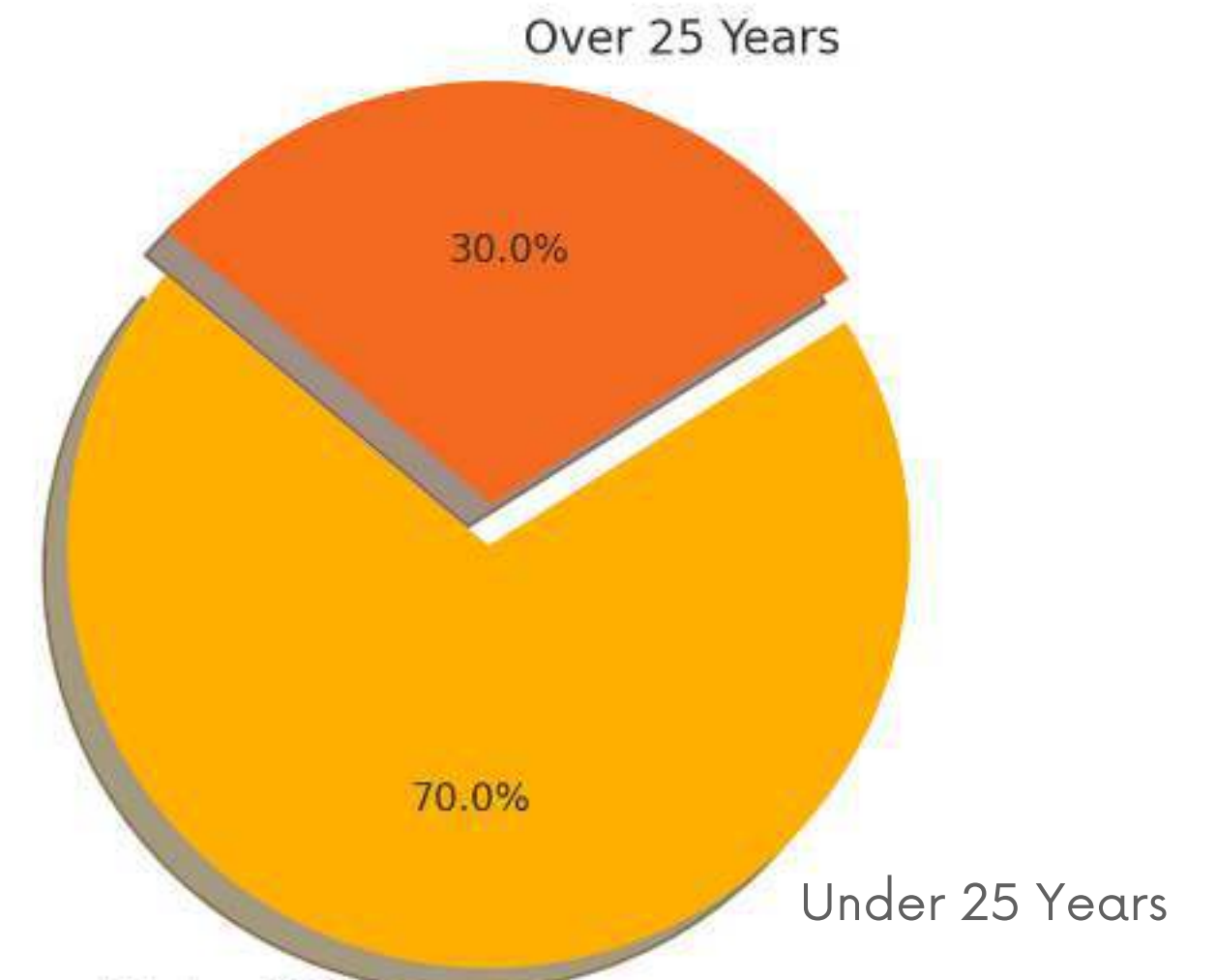
- Few opportunities exist for young women to access vocational training.
- Without skills training, achieving financial independence is difficult.

3. Cycle of Poverty and Economic Exclusion

- High unemployment perpetuates poverty, affecting families and communities.
- Young women are particularly vulnerable to economic marginalization, leading to generational poverty.



Uganda's Population Demographics by Age Group





MARKET OPPORTUNITY || TARGETING UGANDA'S YOUTH AND YOUNG MOTHERS

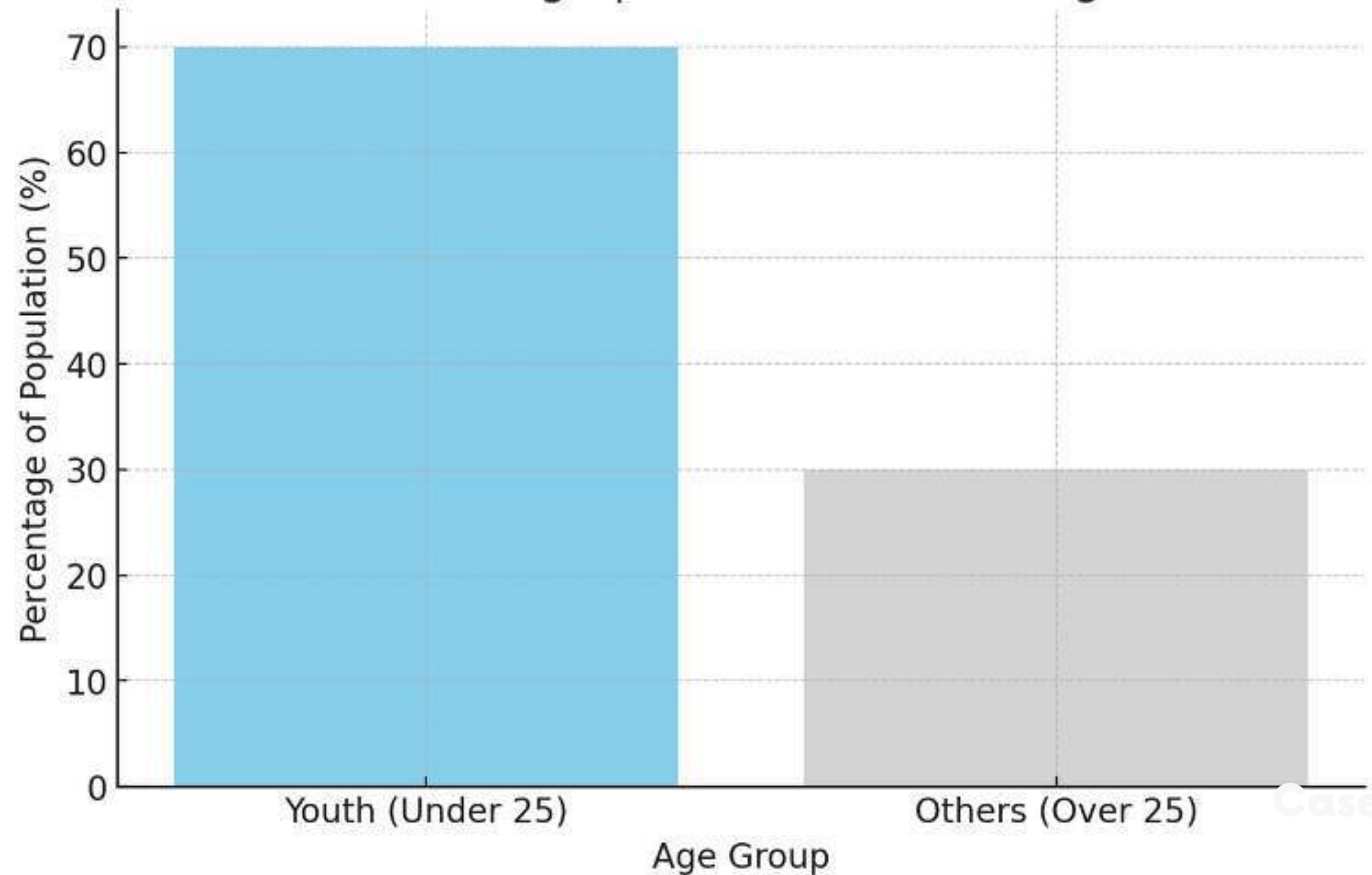
The Style & Beauty Academy focuses on empowering youth under 25 and young mothers in underserved areas like Kampala, Wakiso, and Lwamata (Kiboga District). By providing vocational skills, we aim to break cycles of poverty and drive sustainable development.

The Style & Beauty Academy is uniquely positioned to address unemployment and skill gaps among young women in Uganda. By investing in vocational training, we can create lasting economic impact for communities. Together, we can empower the next generation to break free from poverty and build a brighter future.

KEY TARGET AREAS

- Target Demographic | Youth under 25 and young mothers in underserved areas lacking vocational opportunities.
- Population Size | Over 70% of Uganda's population is under 25, representing a significant potential for change.
- Economic Impact | Training participants to contribute to local economies and foster community self-sufficiency.

Youth Demographic Breakdown in Uganda



OUR SOLUTION || STYLE & BEAUTY ACADEMY

The Style & Beauty Academy empowers Uganda's youth and young mothers through skill development and entrepreneurship, addressing unemployment by providing practical training and support for sustainable growth.

PROGRAM OVERVIEW

- Vocational Training: 3-month curriculum in fashion, tailoring, hairdressing, and business management to foster employment and self-sufficiency.
- Peer-to-Peer Model: Graduates train five others, expanding impact and building a supportive community network.

START-UP SUPPORT

- Starter Kits & Seed Capital: Graduates receive essential tools and initial funding to start their businesses.
- Mentorship: Participants are paired with experienced mentors for ongoing support and guidance.

WHY THIS SOLUTION WORKS

- Skill Building & Sustainability: Practical skills training addresses both immediate and long-term employment needs.
- Scalable Impact: Peer-to-peer training ensures wide-reaching community impact and lasting change.

PROGRAM DETAILS || IMPLEMENTATION PLAN

The Style & Beauty Academy follows a four-phase implementation plan to ensure sustainable impact and participant growth.

Phase 1 || Community Outreach and Selection

- Goal | Recruit motivated youth and young mothers from Kampala, Wakiso, and Lwamata.
- Method | Partner with local leaders and NGOs to identify those most in need.

Phase 2 || Training Delivery

- Goal | Equip participants with skills in fashion, tailoring, hairdressing, and business management.
- Method | Conduct 3-month intensive training at accessible centers in Kampala and Wakiso.

Phase 4 || Follow-up and Monitoring

- Goal | Ensure long-term success and sustainability.
- Method | Regular follow-up visits, workshops, and refresher courses.

Phase 3 || Mentorship and Support

- Goal | Help participants launch successful ventures.
- Method | Pair graduates with mentors and provide starter kits and seed capital.



IMPACT METRICS

The Style & Beauty Academy aims to achieve measurable results through its training and support model. These core metrics track the program's effectiveness and align with the needs of Uganda's youth and young mothers.

1. Training Completion Rate

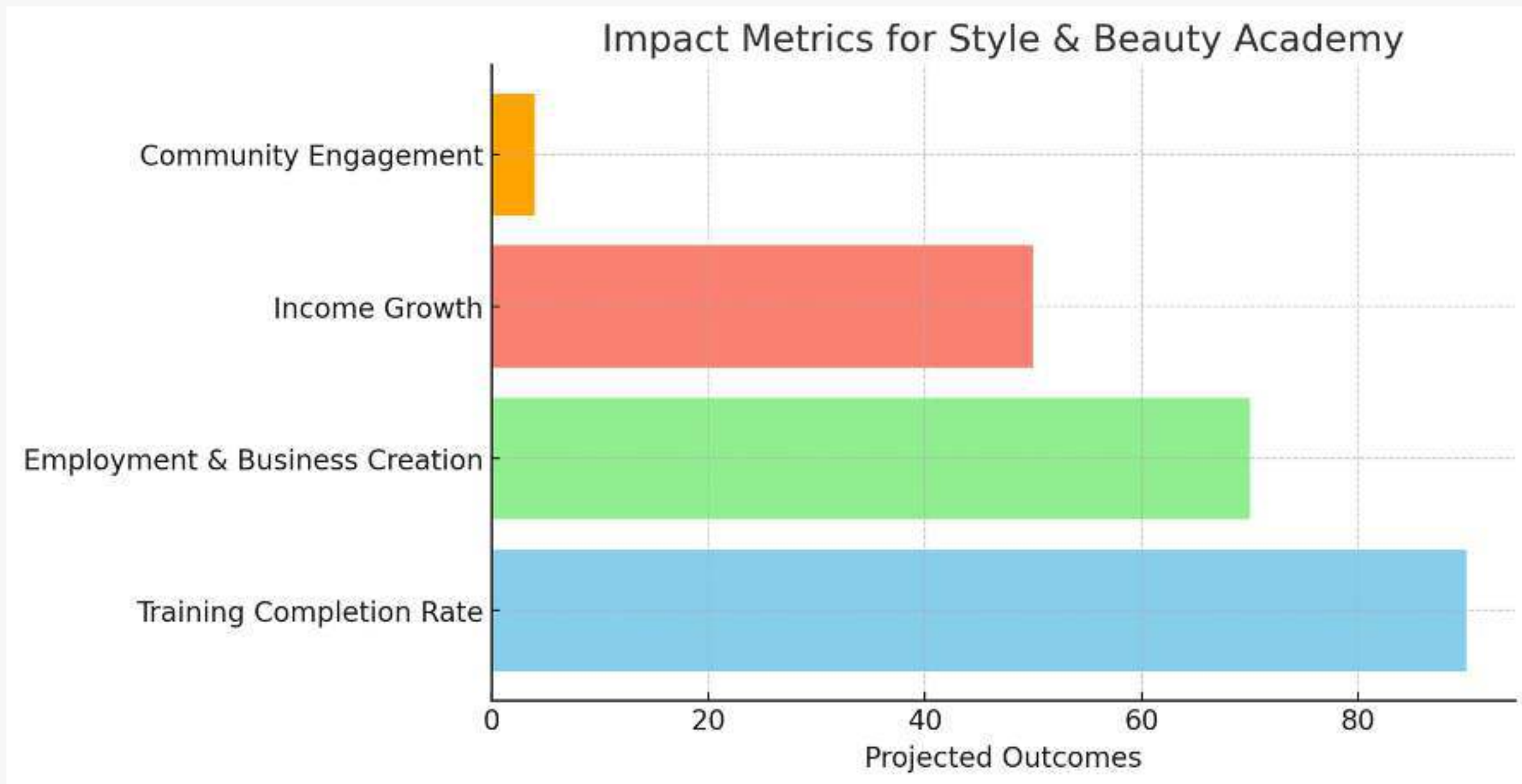
- Goal: 90% of participants complete the program.
- Importance: Demonstrates program effectiveness and participant engagement.

2. Income Growth

- Goal: Graduates increase income by 50% within six months.
- Importance: Indicates improved financial well-being and poverty reduction.

3. Community Engagement

- Goal: Host 4 community events annually.
- Importance: Fosters local engagement, awareness, and support for the Academy.

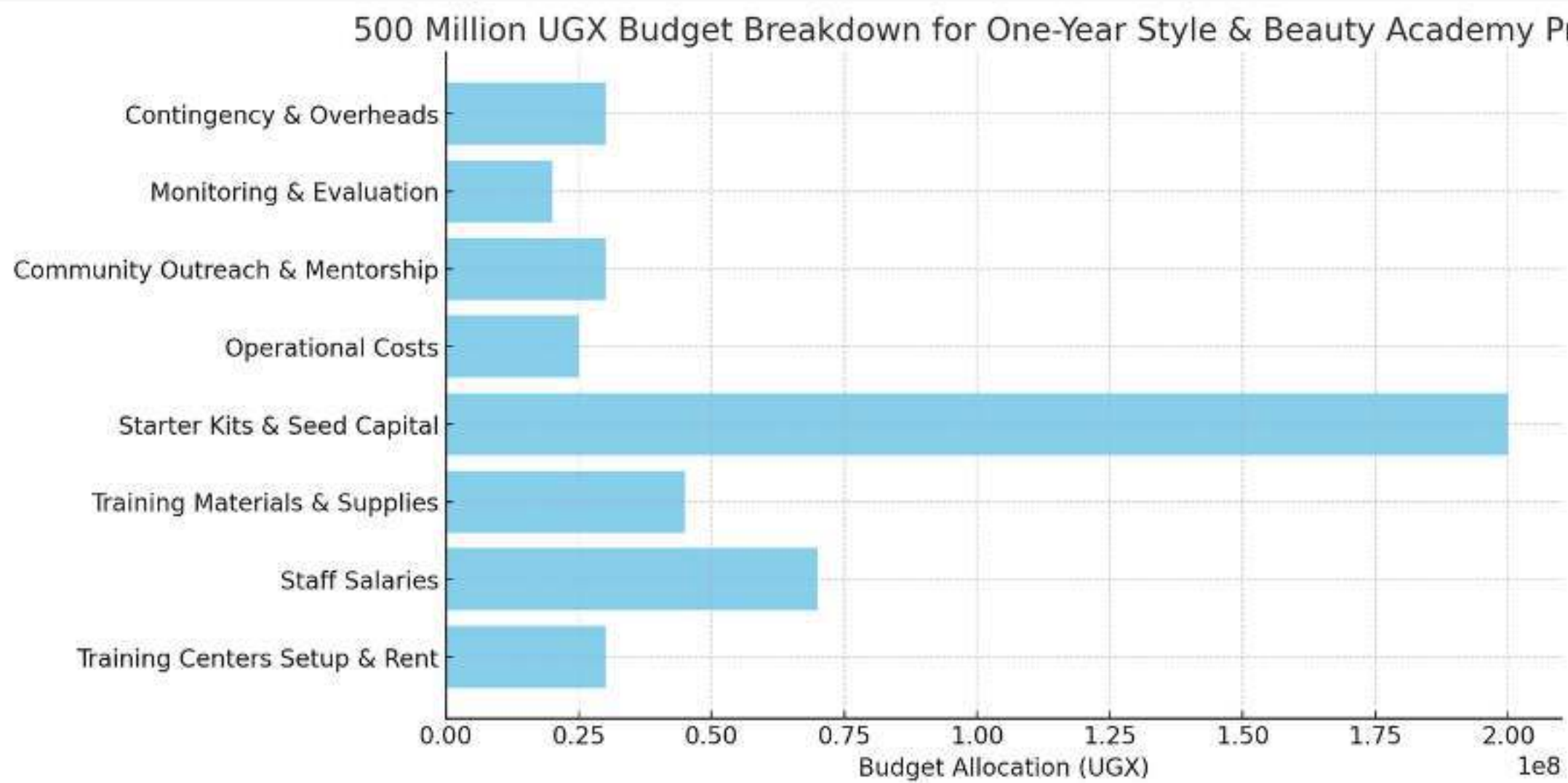


BUDGET BREAKDOWN (500 MILLION UGX)

Total Budget Requested: 500 Million UGX
This budget supports the complete implementation of the Style & Beauty Academy over one year, covering essential expenses to ensure the program’s success and impact.

- 1.Training Centers Setup & Rent - 30 Million UGX, For establishing and renting accessible training centers in Kampala and Wakiso.
- 2. Staff Salaries - 70 Million UGX, Salaries for trainers, mentors, and administrative support staff throughout the program.
- 3. Training Materials & Supplies - 45 Million UGX
Covering costs for essential materials, such as sewing machines, fabrics, salon tools, and business resources.
- 4. Starter Kits & Seed Capital - 200 Million UGX
Providing graduates with starter kits (e.g., sewing machines, salon kits) and initial capital to help launch their ventures.
- 5. Operational Costs - 25 Million UGX. For utilities, transportation, and other daily expenses essential to running the program smoothly.

- 6. Community Outreach & Mentorship - 30 Million UGX
Engaging the community, organizing events, and supporting mentorship programs to guide graduates.
- 7. Monitoring & Evaluation - 20 Million UGX
Establishing systems to track program impact, gather data, and evaluate outcomes to ensure goals are met.
- 8. Contingency & Overheads - 30 Million UGX
An allowance for unexpected expenses, ensuring the program remains sustainable and adaptable to changes.





NKINZI RUTH

Executive Director

Visionary leader dedicated to empowering Uganda's youth and young mothers through sustainable community development initiatives.



KINENE JOHN MUTYABA

Kinene John, COO: Skilled leader in computer science and business administration, driving impactful change.



SSENGENDO JOEL

Programs Director: Expert in industrial engineering and project management, overseeing program implementation.



NAGAWA TRANELLA

Projects Manager: Dynamic leader in IT and community development, managing key initiatives.



GRACE GABOINE

M&E Manager: Specialist in monitoring and evaluation, ensuring program success and sustainability.



NYENDE JOHN

Project Officer: Experienced in nonprofit management and education, driving organizational growth.

TEAM

PARTNERSHIP BENEFITS FOR MTN UGANDA

Partnering with the Style & Beauty Academy offers MTN Uganda an opportunity to make a lasting impact on Uganda’s youth and young mothers while enhancing its corporate social responsibility (CSR) profile. This collaboration will align MTN Uganda with a trusted program focused on sustainable economic empowerment, reducing unemployment, and fostering community resilience.

3. Talent Development

- Impact: Creates a pipeline of skilled, entrepreneurial youth who could benefit MTN Uganda.
- Value: Provides access to trained young professionals aligned with MTN’s values.

4. Sustainable Impact

- Impact: Contributes to reducing unemployment and fostering long-term community growth.
- Value: Strengthens MTN’s reputation as a company committed to sustainable change.

Partnership Benefits

1. Corporate Social Responsibility (CSR) Alignment

- Impact: Aligns with MTN Uganda’s community development and youth empowerment goals.
- Value: Demonstrates MTN’s commitment to uplifting local communities.

2. Brand Visibility

- Impact: Positions MTN Uganda as a key partner in empowering young women and fostering growth.
- Value: Enhances MTN’s visibility and reputation for supporting social change.



CALL TO ACTION / NEXT STEPS

The Style & Beauty Academy is ready to drive transformative change in Uganda. By partnering with us, MTN Uganda can play a pivotal role in creating sustainable livelihoods, reducing unemployment, and building resilient communities. Here's how MTN Uganda can make a difference:

Next Steps

Join Us: Partner with us to empower young Ugandans on their journey to economic independence.

Funding Support: Contribute to securing funding for the program's success and scalability.

Collaborate: Work with our team to expand the Academy's reach and amplify MTN Uganda's community impact.

Contact Information: Reach out to discuss partnership opportunities and next steps.

Email: impact@psmcharity.org

Phone: +256(0)414672954

Website: www.psmcharity.org





SUPPORTING DATA AND TESTIMONIALS

Nantongo Jennifer – Program Participant

The Style & Beauty Academy has been life-changing for me. With the sewing machine and training I received, my income has increased by 40%. I've also been able to help four other youths start their own businesses. SSP has truly empowered us to achieve financial independence and support our families.

Nantongo Jennifer, Entrepreneur, Bweyogerere, Wakiso District.

COMMUNITY LEADER – WAKISO DISTRICT

PSM Charity's Style & Beauty Academy has empowered over 100 women in Wakiso District, Kampala and Kiboga Districts. Participants have seen their incomes rise significantly, and the program has created a supportive community where women collaborate and grow their businesses together. This initiative is making a real difference in our districts.

Mrs. Justine Kyeswa, Women Community Leader, Kigoogwa, Wakiso District

THANK YOU

TOGETHER, LET'S EMPOWER AND TRANSFORM COMMUNITIES, ONE
SKILL AT A TIME.