

Our theory of change

We believe that social justice, including gender equality and poverty eradication shall be secured over time when:

- ◆ People are supported to realise they have inherent rights to enjoy and the ability to claim these rights from those who hold power in all its dimensions - visible, invisible or hidden.
- ◆ People living in poverty and exclusion are supported to organise individually and collectively to demand greater accountability and fulfilment of their rights.
- ◆ Action for positive and sustainable change is championed and led by women, young people and others directly affected by injustice.

Thank you for choosing ActionAid as your preferred development Partner.

Programme Priorities

Priority one

Women's access to social Justice

Priority two

Community resilience to climate change

Priority three

People's action for democratic governance

Priority four

Harnessing leadership and economic opportunities for young people

Become a supporter today!

Get in touch:

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The Solidarity Fundraising Product



ActionAid Uganda is a national development organisation affiliated to ActionAid international - a global federation of independent members and national programmes operating in 47 countries across Africa, Asia, Europe and the Americas.

ActionAid has worked in Uganda since 1982 and currently has offices and staff in 15 districts. Through Partners, AAU's reach extends to 36 districts across the country, covering regions where poverty and vulnerability are highest, including Northern Uganda, the North-East, the East and West Nile, and with interventions in the Central Region on the mainland and in Kalangala Islands.

What is Solidarity Fundraising?

Conventional wisdom today has shaped the belief that money for fighting the injustice of poverty is largely from without, and more often bearing influence of western capitals. This belief has perpetuated a dependency mentality and consolidated a victim doctrine that makes our people always look out of their immediate context for money meant for community development and transformation.

Solidarity fundraising challenges this belief and builds on a rich tradition of self-help and collective savings in form of cooperatives model which has a strong history in Uganda. This enhances the idea that resources can be generated from within, and external funding critical as it is, only compliments. It is also aimed at increasing local participation in development financing and accountability for change in the citizens of Uganda.

Why Solidarity Fundraising Now?

The fundraising terrain generally is getting more complex by the day and hence the need for innovative approaches. This strategic direction is informed by a number of factors:

- ◆ The economic challenges facing the euro-zone which has drastically reduced our sponsorship links from 20,703 in 2007 to 14,275 by end of 2017. Solidarity fundraising seeks to respond to this worrying trend.
- ◆ There is a shift of foreign aid from development cooperation areas - poverty and human rights to alignment with foreign policy interests - mainly trade and employment.
- ◆ Another trend is of donors pooling resources together in baskets for specific themes of work. This intensifies competition rather than cooperation amongst CSOs.
- ◆ Emerging opportunities in Uganda, including the growing size of the middle class, financial inclusion, technology and growth of private sector.
- ◆ Increase in social entrepreneurship linked to the capacity of citizens to pool money that can fund development initiatives and support their welfare.

Who are the targeted supporters of Solidarity Fundraising?

This fundraising product is designed for;

- ◆ Current AAU staff, their families and networks
- ◆ AAU alumni and their networks
- ◆ Board members and their networks
- ◆ Partner staff and their networks
- ◆ Volunteers, Advisors and Inspirators
- ◆ Staff of suppliers and individual service providers

How viable is the targeted market?

Market studies so far carried out in this respect have demonstrated encouraging results, for instance;

During the Reflection Action Groups Census (2016), showed that 80% of the surveyed groups were will to contribute financially to ActionAid work. In addition, an AAU staff survey (2017) on Solidarity giving showed that, 92% of surveyed staff were willing to enroll as Solidarity supporters. The outcomes of these two critical surveys have informed the design parameters of this Solidarity product.

The AAU Board has also expressed enthusiasm to sign-up on the programme and all this builds great hope that all the other targeted supporters will receive the programme in no less measure than already demonstrated above when reached out to.

How does the programme work?

As a regular source of development financing, it is designed to be a **monthly** giving programme.

As a Supporter, you commit to give a chosen amount of money from the proposed supporter contribution cards.

However, for convenience purposes, you may choose to pay your chosen monthly amount in a **lump sum** on a quarterly, bi-annual or annual basis.

Supporter Card	Monthly Amount
Platinum	100,000
Diamond	50,000
Gold	20,000
Silver	5,000

How do I pay my contribution?

It is very convenient to make your contribution using the available options to choose from as below:

Bank process (Cheque, Cash deposit, Standing order, Transfer)

Mobile money platform (Cash deposit, Transfer)

Cash payment at an ActionAid Office

Payroll giving (employer effected salary deduction)

Can I change my contribution amount?

Normally, at joining time, you choose an amount that you can conveniently afford to give monthly. A known amount helps both you and ActionAid to plan better. However, in case of extra funds, you have an option to get another Supporter Card of your choice.

What if I am not able to make my monthly payment?

You may defer up to two months' payments, but the plan will be considered abandoned if you miss any three consecutive months.

How do I know what my contribution is doing?

Becoming a Supporter enjoins you to an amazing journey of making positive changes in the lives of the most vulnerable. We will keep you informed about what you have helped us achieve.

How do I join the programme?

To become a Supporter, simply call us on:

Hotline: +256 772 220 004 or **Email** us at: SupporterCare.Uganda@actionaid.org

The Supporter Care Team will be happy to enroll you on the amazing Supporter Journey, where we will get to know you better, understand your preferences and how best to improve your experience in our Partnership.