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**March 2024**



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# ACTIVITY REPORT

**Activity Report on EmpowerTech Program -March 2024**

## **Abstract**

EmpowerTech, an initiative by African Soul Initiative, stands as a beacon of digital empowerment within Wakiso District, Uganda. This abstract encapsulates the program's transformative journey over the past three months, elucidating its goals, objectives, activities, beneficiary impact, funding sources, challenges encountered, and unyielding commitment to bridging the digital divide and fostering economic growth through technology

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## **Introduction**

Since its inception in December 2023, the EmpowerTech Program has been at the forefront of digital empowerment initiatives in Wakiso District, Uganda. Spearheaded by African Soul Initiative (ASI), this transformative program aims to bridge the digital divide and reshape the economic landscape by providing accessible digital skills training, website development, and online marketing support to professionals, Community-Based Organizations (CBOs), and Small and Medium Enterprises (SMEs).

In just a few short months, EmpowerTech has made significant strides in empowering individuals and organizations within Wakiso District with the necessary tools and knowledge to thrive in the digital era. From practical ICT education workshops to personalized website creation and comprehensive online market training, the program has been instrumental in equipping participants with the skills and resources needed to navigate the rapidly evolving digital landscape.

As we delve into this report, we will explore the goals, objectives, activities, outcomes, and challenges, of the EmpowerTech Program, providing a comprehensive overview of its progress and impact as of March 2024. Through collective efforts and unwavering commitment, EmpowerTech continues to drive positive change and foster economic growth within the community, laying the foundation for a brighter and more digitally empowered future.

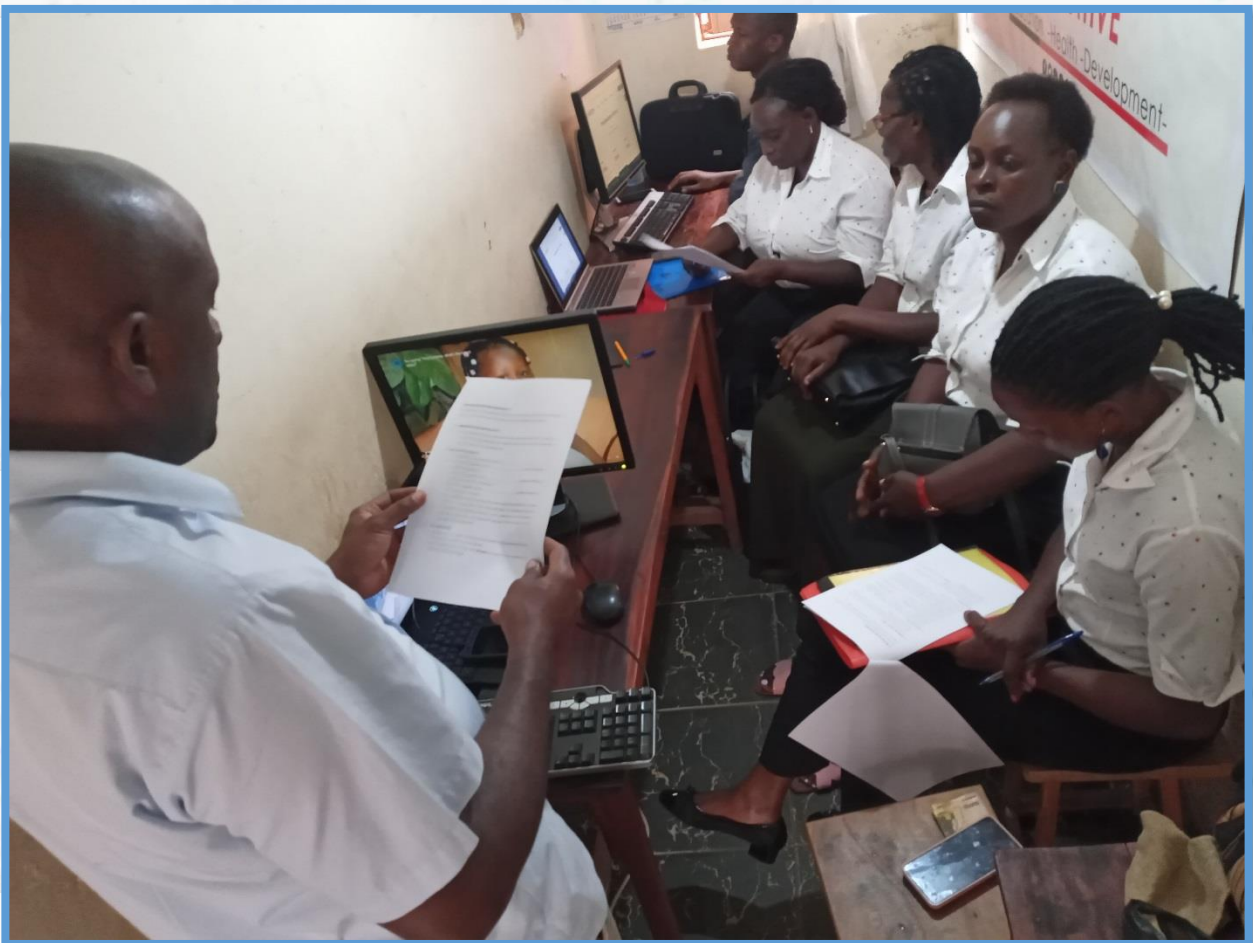
## **Goal**

The overarching goal of the EmpowerTech Program is to bridge the digital divide and reshape the economic landscape of Wakiso District by providing accessible digital empowerment initiatives. Specifically, the program aims to equip

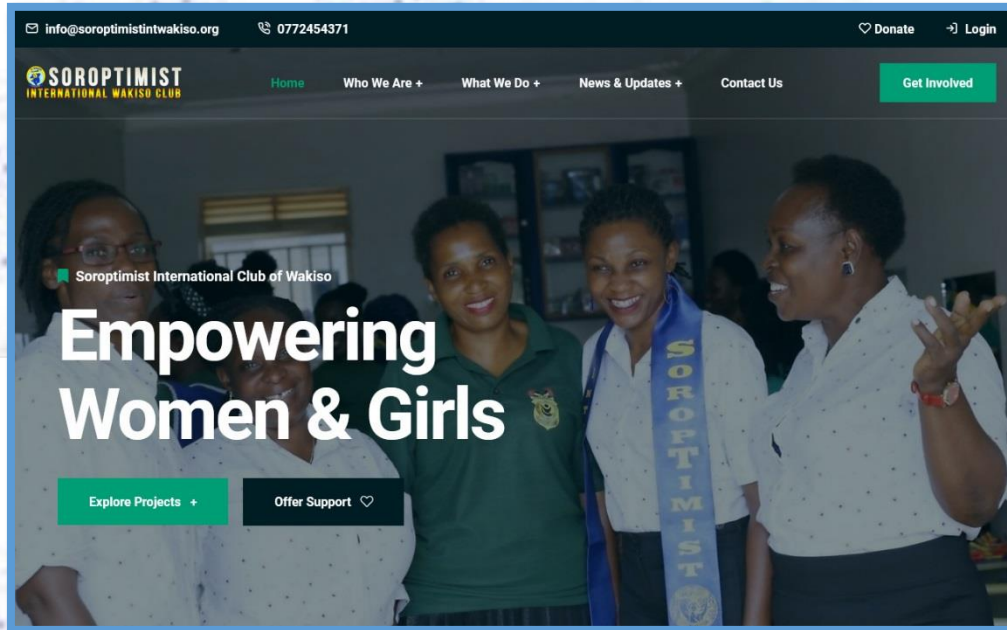
individuals and organizations with the necessary tools and knowledge to thrive in the digital era.

## Objectives

1. **Practical ICT Education and Training:** ASI conducts regular workshops and training sessions to enhance participants' digital literacy and proficiency. These sessions cover a wide range of topics, including computer literacy, website development, and online marketing strategies.



2. **Facilitation of Personalized Website Creation:** The program collaborates closely with participants to create customized websites that effectively showcase their missions, offerings, and impact. These personalized websites serve as valuable assets for enhancing online visibility and engagement.

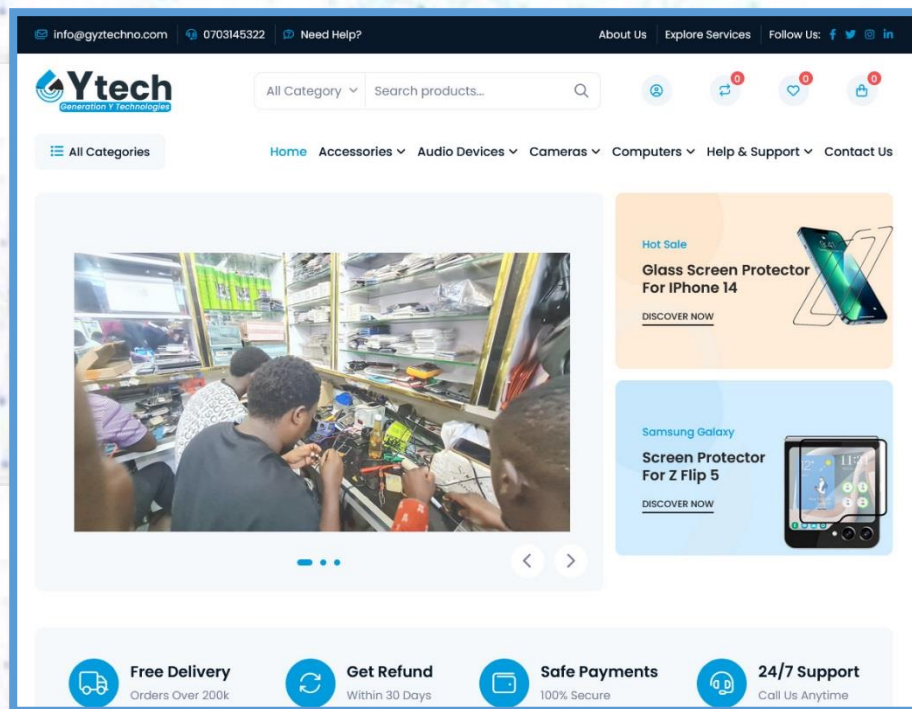
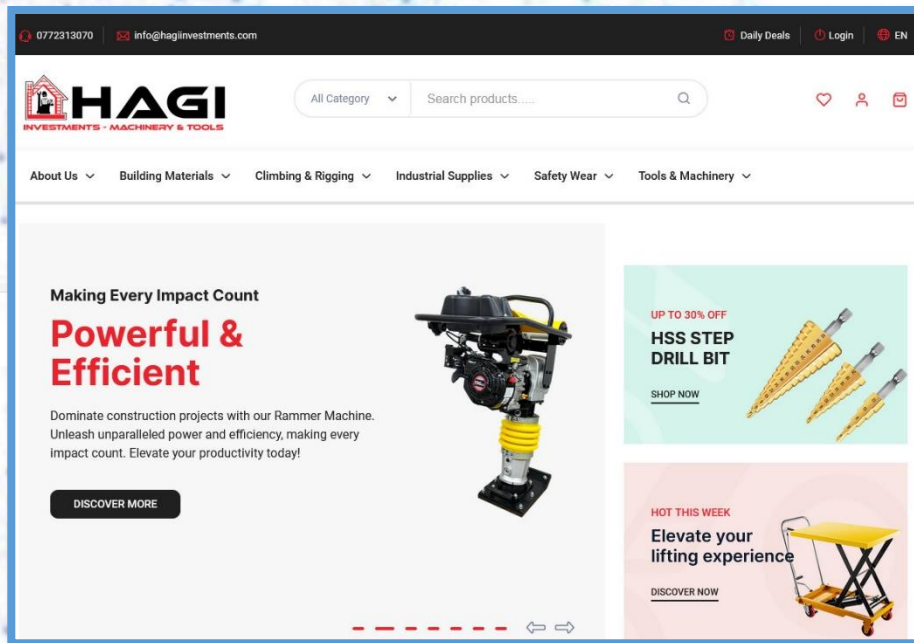


Live preview: <https://soroptimistwakiso.org>



Live preview: <https://treasurechild.org>

3. **Comprehensive Online Market Training:** ASI offers comprehensive training on leveraging online platforms for community outreach, engagement, and fundraising. Participants learn effective strategies for utilizing social media, online fundraising platforms, and digital marketing techniques to maximize their impact.



4. **Ongoing Support and Collaboration:** Beyond workshops and training sessions, the EmpowerTech Program provides continuous support and collaboration opportunities to participants. This includes assistance in navigating technical challenges, refining online strategies, and maximizing digital impact within the community.

### Outcomes

- **Enhanced Digital Literacy and Proficiency:** Participants have reported improved digital literacy and proficiency, enabling them to effectively navigate digital tools and platforms.
- **Improved Online Visibility and Engagement:** Through personalized website creation and online market training, participants have experienced increased online visibility and engagement with their target audiences. During this period African Soul initiative has managed to create 10 websites for not only non-profit organizations but also Small medium Enterprises (SMEs) and individual professionals.
- **Increased Fundraising Opportunities:** Participants have leveraged their digital skills to explore new fundraising opportunities and revenue streams, thereby enhancing their financial sustainability.
- **Strengthened Community Connections:** The program has facilitated the establishment of stronger connections and collaborations within the community, fostering a sense of unity and collective empowerment.
- **Empowerment to Thrive in the Digital Era:** Overall, participants feel empowered to adapt and thrive in the rapidly evolving digital landscape, equipped with the necessary skills and knowledge to navigate challenges and seize opportunities.

## Source of Funding

The EmpowerTech Program is primarily funded through contributions from Bootim, our major IT partner, and membership registration fees. Bootim provides financial support and technical expertise to sustain program operations and development, while membership registration fees contribute to covering program costs and resources.

## Challenges

1. **Limited Resources:** Despite progress, the program continues to face challenges related to limited resources, including funding and technical expertise, which may hinder its ability to scale and sustain its initiatives.
2. **Connectivity Issues:** In certain areas of Wakiso District, connectivity issues persist, impacting participants' access to online resources and training materials. Addressing these connectivity challenges remains a priority for the program.
3. **Diverse Learning Needs:** Participants exhibit diverse learning needs and skill levels, requiring tailored approaches to training and support to ensure maximum effectiveness and inclusivity.

## Conclusion

As of March 2024, the EmpowerTech Program continues to make significant strides in empowering individuals and organizations within Wakiso District through digital empowerment initiatives. Despite facing challenges, the program has achieved tangible outcomes, including enhanced digital literacy, improved online visibility, and increased fundraising opportunities. With ongoing support from Bootim and contributions from members, ASI remains committed to driving positive change and fostering economic growth through technology-enabled empowerment initiatives.