ANNUAL REPORT
2019-2020
SEPT. 2019-AUG. 2020

S.O.U.L. foundation
Supporting opportunities for Ugandans to learn
"This year has really shown how communities can continue to come together and care for each other across oceans, borders, and continents. It gives me hope and energy."

- Ellie Reiter, S.O.U.L. Board Chair

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Since I started S.O.U.L. over ten years ago with my father, we’ve been on the frontlines of our rural communities in Eastern Uganda. Now, in the midst of an unprecedented global pandemic, we remain on those very same frontlines, serving the most vulnerable by helping them to access health, education, and economic opportunities.

COVID-19 has upended life for all of us across the world, and in places like Uganda it has further exposed the lack of access, equity, and justice that many in our communities face every day, especially women and youth. We’ve seen COVID-19 cause a rise in women giving birth at home, instances of gender-based violence, hunger, and economic fragility. Sadly, we’ve seen that women and girls are among the most at risk during this pandemic.

Over the past decade, we’ve worked hand-in-hand in our rural communities, inspiring change by giving people the opportunity to be resilient in the face of many challenges. And now, we continue that vital mission. One way we’ve done that is through Masks4SOUL, our rapid response campaign to get homemade face masks to everyone in our communities. Each day, we continue to produce hundreds of masks, all made by our skilled women tailoring graduates.

Our staff have been distributing these masks and training others on proper hygiene and sanitation. Our community health workers are distributing birthing kits, prenatal vitamins, and face masks to local hospitals to protect pregnant mothers and ensure they can give birth safely.

For our students, who remained out of school for months on end, we provided educational materials to help them continue their studies while providing one-on-one support to the students and their families. And as schools opened up in Uganda, we ensured that all our students could go back into the classroom safely.

Our dedicated staff continue the work of championing resilient communities every single day, and I’m so inspired by the stories shared in this report of hope, of a brighter future, and of Uganda’s future leaders. In light of all that’s going on in the world, I hope you’ll be inspired too.

Thank you.

BROOKE STERN
CEO/Co-Founder, S.O.U.L. Foundation
OUR MISSION

S.O.U.L. Foundation fosters sustainable and vibrant Ugandan communities through unique partnerships focused on...

Education
Maternal Health
Women's Empowerment
Food Security
COVID-19 RESPONSE
Building Resilience in Vulnerable Communities During a Time of Crisis

A Global Pandemic hits Uganda and the world

In March 2020, Uganda’s government put the entire country on lockdown as COVID-19 spread across the world.

Almost overnight, all public gatherings were cancelled, schools were shuttered, and a mandatory quarantine was enacted.

COVID-19 impact on S.O.U.L.

Once the national lockdown was announced, S.O.U.L. halted all programming and office operations. To keep our communities safe, all in-person activities and programs were paused for over 7 months.

Our staff shifted to working remotely while S.O.U.L. continued to pay the salaries of the entire staff during this time, including those unable to travel to the office.

S.O.U.L.'s COVID-19 Response

S.O.U.L. quickly responded to the growing impact of COVID-19 by manufacturing face masks and distributing educational material and health relief items to the children and members of vulnerable communities for free. In April 2020, women members from tailoring cooperatives were mobilized and trained for the production and distribution of the face masks. These cooperatives used locally sourced fabrics to support businesses also impacted by the pandemic.

Through the efforts of S.O.U.L. staff and our partnership with the local tailoring cooperatives, we were able to create and distribute over 5,100 masks throughout nearby communities in just a four month period. The distribution strategy included schools, hospitals and markets with 85% of beneficiaries being women and girls.

S.O.U.L. was one of the first organizations to provide masks in Uganda
OUR IMPACT AT A GLANCE

S.O.U.L perservered through all the challenges we faced this past year. We continued to build on our efforts to strengthen our communities and change people’s lives.

We have a strong foundation that we can only build on and grow with for a better future for Uganda.

3,000 UGANDANS

Directly impacted

OVER 45 COMMUNITIES

Partner with S.O.U.L. across two districts in rural Uganda

43 STAFF MEMBERS

40 of whom are Ugandan
EDUCATION
Providing Ugandan youth with opportunities to learn and thrive inside and out of the classroom.

Our robust and unique educational initiatives include our student sponsorship program, two pre-primary schools, computer classes, mentorship, and career readiness training, a fully stocked library, and the provision of reusable sanitary pads for our female students.

““There is only one computer at school, and this is in the school Director’s office. For a student like me taking up ICT, it becomes a great hindrance to pass the subject.

In addition, the world is currently transitioning from paper to cloud based solutions and every student needs to move with the current trends if they are to thrive.

I’m very glad to note that S.O.U.L. Foundation has been able to fill this gap!”

James Lujje
S.O.U.L. Computer Program Student

657 students directly served by our education programs

393 students enrolled in our sponsorship program

92 sponsored students graduated from primary, secondary, vocational school, and university

25 students attended computer courses
EDUCATION

Adapting to schools closing during the COVID-19 Crisis

Our S.O.U.L. Student Sponsorship team went into swift action to check in with our students while they remained home during the pandemic. The team made many visits and phone calls to the children and their families to check in on their well-being. They provided students with at-home learning materials on these visits.

When schools reopened, our 50/50 model was paused so that we could ensure no student was left behind because of the pandemic.

S.O.U.L. supported 100% of the tuition cost for all students returning to school in 2020.
Empowering rural women with the education and tools necessary to have a safe and dignified childbirth.

Providing quality maternal health services in Eastern Uganda has always been a top priority for S.O.U.L. We worked hard to continue those services throughout the lockdown.

We conducted weekly ultrasound scans in the S.O.U.L. clinic. We also held AEC classes in two Jinja villages. At each location, masks, birthing kits, anti-malarial soaps and prenatal vitamins were distributed to the participants.

Masks were distributed to every community member throughout the villages we visited.

"When the COVID-19 lockdown hit, I was 3 months pregnant carrying my third child. My previous pregnancies were bad due to lack of information on pregnancy care and access to the right medical care.

Lockdown doubled my fears since accessing a health facility was almost impossible due to movement limitations. However, when we contacted the VHT for advice, he quickly mentioned the ultrasound scan services at S.O.U.L. Foundation which had opened earlier after some ease on restrictions.

My husband and I were so amazed with the S.O.U.L staff and their therapeutic communication (listening, politeness, prompt kindness and smiling demeanor). I was so encouraged and reassured for my safe delivery."

Juliet, Ultrasound Scan Beneficiary
Women in the village were very dormant. Many agricultural programs used to take place at the sub county which was very far.

S.O.U.L. came with a solution to the community which we gladly welcomed and I am so thrilled to be a part of this program. Initially, I used to think vegetables can only be grown in wetlands but from the innovations in the agricultural program I am so delighted that we can now plant our vegetables from which I sometimes get extra money to provide scholastic materials for my young grandchildren.

I am confident that this program and other S.O.U.L. Programs which have been introduced into our community will go a long way in promoting the development for our community and our children.

Hanifa Kyendikola
Chairperson Namilyango Women Group
During COVID-19, we launched Masks4SOUL as a rapid response campaign to get facial masks and other essential supplies to those in our community who most need them.

These masks are made by members of our tailoring cooperatives. We are paying them a fair wage to produce these masks and are giving them an important income source where most in our communities have lost their jobs.

Now, many of those tailors are making and selling masks on their own, creating more small businesses in the community and increasing access to masks to prevent the spread of COVID.

“I came to S.O.U.L. Foundation class with the desire to learn how to make clothes for myself and my child. While attending S.O.U.L. classes, you receive maximum support from the instructor because she is always ready to help with any challenges. All the training is done right from day one, which makes acquiring the skills very easy.

Now that I have graduated, my immediate plan is to raise money to purchase my sewing machine and make my own clothes. I hope that as time progresses, I can apply what I have learned during this training period and open up my own clothing shop.”

Katherine Naikoba
S.O.U.L. Tailoring Program Participant

411 men and women participated in gender-based violence classes

5,186 masks made through tailoring program

59 women graduated from our six-month tailoring program
We established a permaculture (a type of sustainable agriculture) initiative to equip subsistence farmers with sustainable agriculture skills to help them grow more food and to preserve the environment.

Members of the Reed Jules Oppenheimer Foundation (RJOF) came to our Iganga campus to conduct a two-day training for over 60 local farmers on the basic concepts of permaculture. They also built a demonstration garden where the community can learn hands-on enhanced agricultural methods.

After the training all participants received at least 3 fruit trees for planting in their homesteads. The trees, which included papayas, mangoes, guavas, avocado and oranges, sprouted well.

“I can’t thank S.O.U.L. Foundation enough for the permaculture method of farming which I am now teaching other women in our saving group to help supplement their income with highly nutritious organic foods from our kitchen gardens.”

Fatuma
S.O.U.L. Permaculture Trainee
Supporting S.O.U.L Fundraisers

2019 KEN STERN MEMORIAL GOLF OUTING

Over 200 people participated in our 6th annual golf tournament. It raised over $84,000!

A fun day of golf turned into a special night where we celebrated our ten-year anniversary and raised money to transform our ambulance program which is serving mothers in rural Uganda.

We also honored the incredible legacy and life of our co-founder, Ken Stern, who always poured so much of his heart into our annual golf events.

2019 ANNUAL APPEAL "SHE WILL SOAR"

We surpassed our goal for our She will SOAR campaign and raised over $20,000!

53 young women in Uganda will be able to fulfill their dream of education, helping them build confidence and academic opportunity, to help them soar through school and beyond.

2020 CANVAS & COCKTAILS FOR S.O.U.L.

Close to 100 people participated in "Canvas and Cocktails for SOUL"! Everyone painted an amazing lion taught by our great instructor, Britt.

We raised over $2,800, enough to send 11 primary students to school for an entire year.
Dear Friends and Supporters of S.O.U.L.,

We are tremendously grateful for all of your support over the years and especially during 2020 which has been challenging in ways we never imagined. As the Chair of the Board, I am grateful every day for the dedication of our staff on both the Ugandan and U.S. side and want to, on behalf of the board, thank them for all of their time, creativity, and energy put towards S.O.U.L. this past year.

As a board, we are always looking to learn and evolve to better support the organization and the incredible people and communities we serve. As we look towards the next couple of years, we aim to dig into the work of refining our strategic vision, diversifying our board, and staying connected to S.O.U.L.’s Ugandan communities.

With gratitude,
Ellie Reiter, S.O.U.L. Foundation Board Chair
I am so thrilled by the support I have received from S.O.U.L. Foundation for having enabled me to study in a prestigious institute like Uganda Hotel and Tourism Training Institute.

I receive practical knowledge which would not have been possible if S.O.U.L. hadn’t supported me. Because of such an opportunity, I was connected to God’s Glory Cakes and Catering services where I am currently learning how to bake cakes.

Rebecca Mirembe
S.O.U.L. Sponsored Student
MEET OUR TEAM

Leadership
Brooke Stern - CEO/Co-Founder
Katy Kutzner - Director of Development
Rogers Kitto - Uganda Operations Manager
Muganda Muzamiru - Uganda Programs Officer

Our Dedicated Staff
Our staff of 30+ is the heartbeat of our organization and is comprised of the most passionate, innovative and talented individuals.

Alwana Hassan
Asiah Nakintu
Baganda Bashir
Basalirwa Tswaha
Blessing Kauma
Charles Kalaja
David Kakaire
Emmanuel Malinzi
Esther Naibolya
Florence Adeti
George Bamwise
Georgina Ponny
Hadija Nakagolo
Harriet Namukose Zakia
Hawa Nantege
Hellen Awori
Isa Kirunda
Isiko Nassan
Jaliru Kigenyi
Jane Nabirye
Joan Kasiti
Joanita Byobona
Joel Wagandy
Joseph Were
Kara-Kaye Robinson
Lydia Mubezi
Mary Namukasa
Mayanja Zubairi
Mbuule Hassan
Peter Katoto
Rachael Nekesa
Ruth Auma
Solomon Atepo
Sophie Mutesi
Sylvia Tikakobayo
Tibajje Hassan
Tukie Saida
Yusuf Wanyaka
Zahara Mutesi

Board Members
Thank you to our Board of Directors for their time, dedication, and passion to make S.O.U.L. great. Their leadership is a crucial part of our success this year and for years to come.

Ellie Reiter, Chair
Bob Greenfield, Treasurer
Nathanya Ahamed, Secretary
Emily Forhman, Omari Jinaki, Suzanne Mitchell
Janis Simon, Brooke Stern, Diane Stern
None of This is Possible Without You!
The compassion and partnership of our supporters makes this life-changing work in Uganda possible. Thank you for being an advocate to change lives and ensuring that communities have the resources they need to have a better future. You have changed thousands of lives this year. Thank you!

CORPORATE PARTNERS
Affiliated Adjustment Group
AmWINS Group, Inc.
Cavan Builders Corp.
Children’s Health Network
GLN Worldwide LTD
J&D Ultracare Corp.
Orange Bank & Trust Company
RSA, Inc.
Stern Agency Inc.
Stout Management Group/Wireless Zone

FOUNDATIONS
Birthing Kit Foundation of Australia
ELMA Philanthropies
Jewish Women's Foundation of New York
Project Redwood
Segal Family Foundation
The April Fund
Vitamin Angels

Thank you!

How can YOU support S.O.U.L. Foundation?
DONATE: www.souluganda.org/donate
FOLLOW US: @souluganda on Facebook, Twitter & Instagram

INDIVIDUAL PARTNERS
Sabina Agard
Scott Alessandro
Richard Bader
Susan Eidelheit and Paul Biggers
Michael and Simone Brody
Rebekka Campbell
Daniel Colten
Jen Crawford
Levi Davis
Elisabetta Fustella
Mario and Jenn Gasbarro
Melanie and Jeffrey Golden
Bob and Ericka Greenfield
Omari Jinaki
Angela Kellepourey
Emily Leibenguth
Andrew MacArthur
Alisha Madeira
Catherine Moraetis
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Mary O’Keefe
Charles Peterson
Eleanor Reiter
Paula Romeo
Barry Segal
Bradley and Melissa Segal
Janis Simon
Scott Singer, CPA
Brett Solomon
Diane Stern
Fred Stern
Marc and Shari Stern
Mary and Ted Wendell
Joyce Mobley and Gordon Young
FINANCIALS
Sept. 2019-Aug. 2020
Statement of Financials

Revenue & Support
$455,891

Expenditures
$419,495

Change in Net Assets
$36,396

Total Assets
$332,534

Liabilities
$64,849

Equity
$267,685

Total Liabilities and Equity
$332,534

Event and Campaign Revenue increased by 199%
over Fiscal Year 2018

Our Equity increased by 16%
over Fiscal Year 2018

REVENUE & SUPPORT
By Source

- Events & Campaigns 34.3%
- Grants 31.3%
- Programs 21.7%
- General Donations 12.2%
- Other 0.5%
EDUCATE.
EMPOWER.
EVOLVE.
S.O.U.L. Foundation, Inc. is a registered 501(c)(3) charitable organization in the United States and non-governmental organization in Uganda.

Special thanks to Dan Nelken Photography

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