



Kids Club  
Kampala

# Impact Report 2024

# Dear friends,

Welcome to the Kids Club Kampala 2024 Impact Report. I'd like to take this opportunity to thank you for your continued support – it's made an enormous difference!

2024 was a milestone year as we celebrated 15 years of life-changing impact. In total, we've supported over 1.5 million people across our programmes, thanks to you.

We opened a new Early Childhood Development Centre in Naguru slum, welcomed actress Sheila Atim as our new patron, and raised more funds than ever before. We also began the process of partnering with The Mango Tree, expanding our reach across Uganda, Kenya, and Tanzania to help even more vulnerable children and families.

Economic and climate crises, as well as cuts to international aid mean that the need for our work has never been greater, and your support has never been more vital.

Together, we can and will create life-changing opportunities for more children across East Africa. We hope you enjoy reading about what we have achieved together this year. Thank you for being part of this journey.

God Bless,  
**Olivia Barker White**  
CEO and Co-Founder



# What we stand for

## Our Mission

We want to transform children's lives, empower communities, and reduce poverty throughout East Africa by meeting children's and families' immediate needs, and strengthening their futures through Child Protection, Access to Education and Family Strengthening.

Together, we can help more children not just survive, but thrive.



## Our Ethos and Approach

### Community-led:

Our local, community-based approach has built high levels of trust and is key to the success of our programmes. We are committed to employing local people, listening and adapting to the needs of children and families, and empowering community members in decision making.



### Holistic:

Our programmes work together to provide a comprehensive, connected model of care for vulnerable children and families. This cohesion is one of our key strengths, and we ensure that all of our projects at every level incorporate this approach.

### Sustainable:

We are embedding sustainability across all of our programmes to reduce our environmental impact and operational costs in the long term. Sustainability is key to creating long-lasting change and deepening our impact.

## Our Values

Kids Club Kampala is an organisation founded on Christian beliefs and values.

Passion   Ambition   Transparency  
Responsiveness   Gratitude

# Our programme pillars

## Child Protection:

In response to increased cases of child abandonment, abuse and neglect, our Child Protection Programme combines a range of targeted activities for children and teenagers, a community-based abuse prevention approach, support with social justice cases, and an emergency response to safeguard children in imminent danger that includes alternative care provision.



## Access to Education:

Education is key to breaking the cycle of poverty, yet globally more than 64 million children of primary school age remain out of school, leaving them without basic literacy and numeracy skills. We are addressing this by providing free education for vulnerable children from their early years of schooling, right through to university sponsorship.

## Family Strengthening:

Our programmes work holistically to reduce poverty, vulnerability and unemployment in communities, and empower families with a sustainable income through vocational training, business skills and food security.

# How far we've come

2024 marked Kids Club Kampala's 15 year anniversary – the perfect opportunity to reflect on the lasting impact we've created together. So far we've:

Provided over  
**45 million**

meals to hungry children and families

Given  
**1,890**



children access to free education

Provided  
**1,150**

adults with vital skills training

Supported  
**7,000**

vulnerable young people with counselling

Rescued  
**223**

children from abuse and abandonment through our Ewafe Project

Reunited  
**161**

children with loving families and placed 6 children into foster families

Helped over  
**12,800**



young people access weekly safe spaces through our Saturday Kids Clubs

Reached  
**1.5 million**

people across our programmes over the past 15 years

And we're certainly not finished.

# Child Protection Programme

East Africa is one of the poorest regions in the world, with almost half of the total population living in extreme poverty. Because of this, millions of children are vulnerable to harm, abuse, and abandonment. Teenage pregnancy affects almost a third of girls in East Africa, and the risk of child marriage has risen rapidly over the past five years.

In 2024 our Child Protection Programme continued to empower children and young people. We launched our Social Justice Project to support children who have come into conflict with the law, offering legal support, counselling and safe families.



## 2024 in numbers

**900**

children attended our Saturday Kids Clubs every week

**64**

teenagers joined our Football Project

**62**

social justice cases were answered, supporting children in conflict with the law

**696**

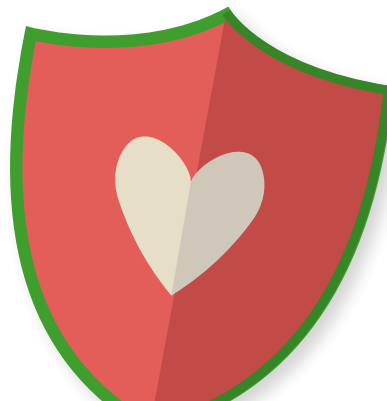
girls attended our Girls Support Group sessions

**324**

Girls Support Group sessions were held across 10 communities

**2,721**

period products were distributed



# Our Ewafe Project

Throughout 2024 our Ewafe Project continued to provide emergency care and a loving home for children in vulnerable situations. It also saw some significant improvements including:

- A new rainwater harvesting and irrigation system
- A new paved driveway
- A new minivan to help our team safeguard children and trace families
- Solar panels were added to the kitchen block
- The bathrooms were renovated
- All Ewafe staff were provided with counselling and support, as we know that caring for traumatised children can be overwhelming

2024 also saw the beginning of our independent living support. This will equip young people aged 16 and over with essential life skills, helping them live independently and successfully reintegrate into their communities.

Rachel\* was admitted to Ewafe in November 2021 after her mother sadly passed away. Her mother had left her with the neighbour to go receive treatment but unfortunately didn't make it.

During her time at Ewafe, she underwent counselling and rehabilitation, and was placed with a foster family, where she is now thriving! In 2024, our team visited her foster mother who said;

“Rachel is brilliant and performs well at school. I am glad I have her”

## 2024 in numbers

**15**

children were rescued through our Ewafe Project

**19**

children reintegrated with loving families

**86**

children were rehabilitated at our transitional home throughout the year

**16**

children were supported with education post-reintegration

**48**

families were provided with post-reintegration supervision and follow up support



\*name has been changed

# Access to Education Programme

Lack of access to education and skills training creates a cycle of poverty, making it difficult for families to generate the income they need to survive. Through our Access to Education Programme, children gain the skills they need to build a brighter future.

Poppy\*



“Kids Club Kampala has seen me through my education from primary level until graduation from Technical College with a certificate in Computer Science. I have received guidance and attention every step of the way. I hope I can extend the same kindness someday.”

2024 in numbers

**60**  
new children enrolled on our Access to Education Programme

**98**  
children regularly attended our Encouraging Education Project

**98**  
children received a hot meal every day

**195**  
children were sponsored to go to school

**7**  
children graduated from our Child Sponsorship Project

\*name has been changed

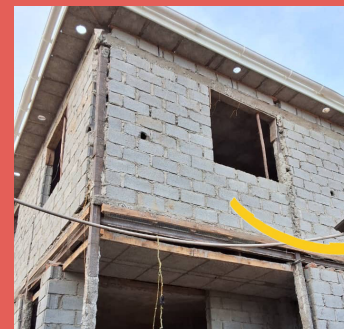
# Our new Early Childhood Development Centre



Last year, our long-standing Early Childhood Development Centre (ECD) in Naguru was demolished after the land it was built on was sold. Thanks to a temporary home, our education classes kept going, but we needed to build a new centre to continue our vital work.



In Summer 2024, we purchased a piece of land next to our Hope Centre in Naguru. Construction quickly began, and thanks to your generous support, the centre is now up and running. We are so pleased to see this centre serving the Naguru community once again, and are proud to now own the land, creating a permanent and sustainable solution.



# Family Strengthening Programme

Across East Africa, unemployment is high, with over 10 million people estimated to be without a job. This leaves families struggling to survive, with many relying on just one meal a day. Our Family Strengthening Programme continues to offer those aged 13 and over an opportunity to gain a qualification, and gives parents a skill to help generate an income and support their families.

## The Naguru creche

Many of the women attending our Tailoring and Knitting Project would drop their children off at our Early Childhood Development (ECD) Centre whilst they received training nearby. After the ECD Centre was demolished, we saw those without any other childcare options drop out. Our team rose to the challenge and created a creche at the Hope Centre, meaning women could continue their training.



2024 in numbers

**146**  
women

took part in our Tailoring and Knitting Project

**12**  
young men

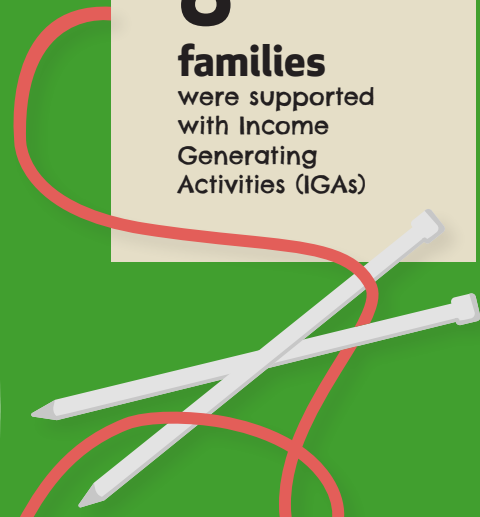
took part in our Carpentry Project

**87**  
individuals

received business skills training

**8**  
families

were supported with Income Generating Activities (IGAs)



## Introducing our new patron

In 2024, we welcomed Sheila Atim MBE, a British-Ugandan actress, singer and model as our newest patron. Following presenting our successful BBC Radio 4 appeal in 2023, Sheila came out to Uganda to visit our programmes in early 2025. She met some of the inspiring women at our Tailoring and Knitting Project and also visited our Early Childhood Development centres and Ewafe home.

“My favourite thing about the charity is that they are working on long term solutions to end poverty in Uganda. I also love that the day-to-day operations on the ground are run by local people. I am very grateful to be supporting this charity and I encourage others to do the same.”



# Our vision

**We envision a world where every child has the opportunity to reach their full potential.**

By keeping vulnerable children at the heart of everything we do and prioritising the needs of the poorest, by 2035 we will have made a lasting impact on over 5 million lives.

## Our goals by 2035:

- Double the number of people we support
- Be recognised as a leading force in East African child welfare
- Impact over 5 million lives

## Our strategic approach:

- Build on strong foundational programmes in the slums of Kampala
- Empower children through Child Protection, Access to Education and Family Strengthening
- Expand our reach through strategic partnerships across East Africa

## Our core principles:

- Remain community-led and prioritise local leadership and solutions
- Continue a trusted, agile, holistic approach to address complex community needs
- Ensure no child is left behind and work towards sustainable, long-lasting change



# Our community



We're so grateful to work with so many like-minded people and community groups, striving to create brighter futures for those living below the poverty line. Let's look at a couple of standout events from 2024:

## UYNC 15 for 15



"The University of York Netball Club are really proud to have taken part in the 15 for 15 challenge to celebrate 15 years of Kids Club Kampala's incredible work. We wanted to support a charity where we felt our efforts could make a real and lasting difference – and Kids Club Kampala felt like exactly the right fit. We organised a 15km event, with three different groups to make it accessible for everyone. We all came away from the challenge feeling inspired, and I'm really excited to see how our partnership with Kids Club Kampala can grow in the future."

– Anna, president of the University of York Netball Club

## Wallace Ascham

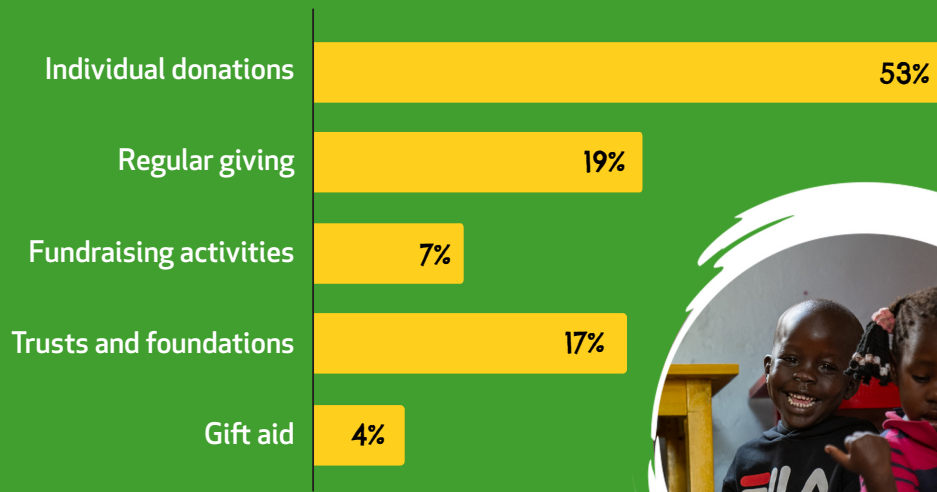


Last year one of our fantastic fundraisers, Wallace Ascham, cycled over 9,000km along the Silk Road from Turkey to China. The solo challenge saw him travel through 9 countries, with most nights spent wild camping. Along the way he was able to raise an incredible £4,800 for children and families in Uganda.

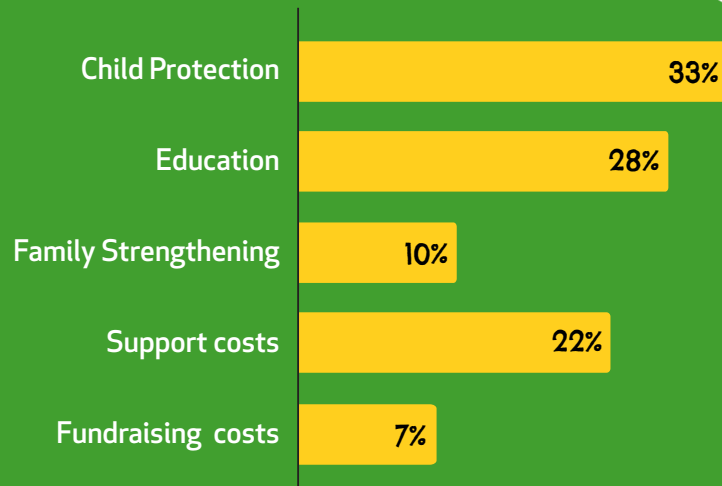
We're only able to deliver life-changing impact across East Africa because of you. Without your tireless fundraising, volunteering, prayers, donations and word-of-mouth, our programmes simply couldn't happen. Thank you to each and every person who is on this journey with us.

# 2024 Financial review

Total income 2024:  
£1,065,382



Total expenditure 2024:  
£804,912



## Our future



- Scaling up our Child Protection Programme
- Recruiting and training community safeguarding officers in different districts across Uganda and East Africa
- Setting up an income generation fund to help more families escape poverty
- Expanding our Family Strengthening Programme to offer other courses in additional locations
- Strengthening project monitoring and evaluation
- Utilising technology to increase efficiency and effectiveness, ensuring maximum impact
- Working towards in-country sustainability to cover at least 15% of our income budget
- Having graduates of our programmes as 10% of our in-country staff
- Increasing our network of loyal donors, both in the UK and the countries in which we work
- Exploring further partnerships and collaborations with other NGOs to support more children and young people

## Kids Club Kampala x The Mango Tree



As of 1st April 2025, Kids Club Kampala has officially partnered with The Mango Tree. From the get-go, we knew it was a great opportunity to expand our life-changing impact for even more vulnerable children living in Uganda, Kenya and Tanzania. We are looking forward to seeing how we can collectively make a difference across East Africa in the hardest to reach places.



**Donate** to be a part of  
Kids Club Kampala's future.

[www.kidsclubkampala.org/donate](http://www.kidsclubkampala.org/donate)

Front and back cover images: Nick Spollin Photographer UK.

**UK Charity no.1152451**

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