



2024

CAMERAS FOR GIRLS ANNUAL REPORT



www.camerasforgirls.org



Reflecting on 2024: Growth, Impact, and Resilience at Cameras For Girls

Greetings from the Board of Directors and me, Executive Director at Cameras For Girls.

As 2024 ends, we celebrate a year of progress and transformation at Cameras For Girls. Thanks to your support, we “INpowered” more African women to break barriers in male-dominated media spaces.

Why INpowered over Empowered? Our students already have the power within; we just need to bring it out of them so they can recognize their own potential to succeed!

In this brief introduction to the report, I will share the highlights of what we achieved this year, and you will read more in this in-depth report; however, for now, I will share key highlights, such as:

- **Graduates in Uganda:** 11 out of 15 students in our 4th cohort secured media-related jobs, which brings our overall success rate of young women working in male-dominated media spaces to 80%!
- **Expansion in Tanzania:** This year, we graduated our first cohort of 15 girls and launched our second cohort of 10 girls. Of the first cohort in Tanzania, 65% are now employed.
- **Train the Trainer Program:** Five former students were put through an intensive six-month Train the Trainer program to prepare them to lead and teach their own cohort of 15 peers in next year’s expansion in Uganda. Currently, we have funding for four cohorts and are hard at work trying to fundraise for the last cohort.
- **Online Learning Hub:** This year, we switched platforms and have now initiated over 750 young women across Africa through various partners to learn about photography, ethical storytelling, and other skills to help them tell their stories to the world while learning best practices for finding paid work.

On behalf of the Board of Directors and myself, we wish you a New Year filled with hope, inspiration, and the knowledge that you've made a lasting impact.

With Gratitude,



Amina Mohamed
Founder &
Executive Director

Your Donations At Work

At Cameras For Girls, we believe in the transformative power of community. Our mission is to equip young women with the tools and critical skills to succeed and get paid work in male-dominated media spaces, but we go further than that—we aim to truly understand, honour, and respond to their unique stories and aspirations. We embrace a community-driven model. Every woman in our program is the author of her journey, and we are here to support her in realizing her vision. By amplifying their voices and dreams, we aim to create lasting change—one story, one camera, one young woman at a time. Below is what your donations fund:



Each Student Receives a Camera to Keep: Your generosity provides aspiring women photographers with the tools they need to overcome gender-based barriers to employment. Each camera becomes a vehicle for change, enabling these women to capture and share their perspectives, tell untold stories, and build meaningful careers in male-dominated media spaces.



In-Depth 4-Day Workshops in Uganda and Tanzania: Your donation supports our immersive 4-day workshops in Uganda and Tanzania as of November 2023. These workshops go beyond technical training, fostering a community of women who share experiences, build connections, and learn from one another. We hope to expand to Kenya in July 2025.



Nutritious Meals During Training: We believe in nourishing the mind and body. Your support ensures that participants receive nutritious meals during the training sessions, creating an environment where learning can flourish.



Year-Long Online Training: Thanks to your contribution, we can offer a year-long online training program every Friday on Zoom and through our purpose-built Online Learning Hub. This allows participants to engage in the training at their own pace while building a solid foundation for their future careers. It enables women from across Africa who have a smartphone or camera to learn alongside our students. They, too, learn how to tell their stories and build their voices.



Mentorship: Mentorship is a crucial aspect of our program, and your donation facilitates the connection between participants and experienced mentors. This personal guidance is invaluable in navigating the challenges of entering male-dominated fields, providing insights, and building a supportive network.

Business and Storytelling Skills: Your support ensures our curriculum combines ethical storytelling with practical business skills, equipping participants for success. Alongside mastering photography and storytelling techniques, they learn to craft resumes and cover letters, build professional LinkedIn profiles and network effectively, and manage finances effectively. These essential skills empower them to navigate their careers confidently, breaking gender barriers and building sustainable futures.

NEW—Coming in 2025: To adapt to Africa's evolving media landscape, we are introducing podcast training and mental health support. These additions aim to address workplace harassment challenges faced by young women and equip them with the skills needed to navigate the constant changes in the media industry, offering them broader training opportunities and pathways for success.

Our Impact By The Numbers

Our Mission

Equipping young women in Africa for journalism and photojournalism careers through targeted photography and storytelling training.

Our Vision

Creating a future where 30,000 women across 7 African countries use photography to challenge gender inequality by 2030.



Program Growth

We started in Uganda in 2018, and since then, we have expanded to Tanzania in 2023 and have plans to expand to Kenya in 2025.

824+

Program Growth Students Have Accessed Our Training Since 2018

Since 2018, we have taught more than 824 young women across Africa:

- **64** students through our in-person workshops in Uganda and 25 in Tanzania.
- **10** students in South Africa through a 4-day workshop delivered online.
- **750** students are growing on our online training platform, and they have reached out through various African partner organizations.



Success Metrics

Of the 89 students we have taught through our in-person workshops in Uganda and Tanzania, **over 80% or 71 students**, now have **full-time paid work** in various media related positions, including journalism, photography, and communications.

What Your Donation Will Fund in 2025:

Your support in 2025 will directly contribute to transforming the lives of young women in Africa through the power of photography and storytelling. Here's what your donation will help us achieve:

Expanding Training Opportunities: Equip and train 75 young women in Uganda with cameras and a year-long curriculum focused on photography, ethical storytelling, and business skills. Thanks to funding from Estée Lauder and an anonymous donor, we've made significant progress, raising funds for 60 cameras so far. However, to fully support 75 students—organized into five cohorts of 15 young women each by March 2025—we will continue our fundraising efforts to ensure every participant has the tools and training they need to succeed.

Developing Future Leaders: Sustainability Through Local Leadership

Starting January 2025, our Train the Trainer participants will move into Phase 2, where they will learn to build out the revised curriculum, begin the recruitment process through our three university partners, and prepare to lead their own cohorts of 15 young women each. This program empowers graduates to mentor and teach the next generation of aspiring photographers, ensuring African women uplift and train one another. By embedding leadership within the community, we build sustainability into our program, creating a ripple effect of empowerment and ensuring our mission thrives long-term.

Introducing New Programs: Partnering with **Lead Podcasting** in Canada, we will launch podcast training to help participants stay competitive in the rapidly evolving media landscape.

Beginning of 3rd Cohort in Tanzania and Expansion to Kenya: If we can raise funds by the end of the 1st quarter, we will offer space with our 3rd cohort of 10 students in Tanzania and expand to Kenya, working with the University of Nairobi for our 1st cohort—more to come as the year progresses.

Mental Health Support for Resilience and Growth: To address the economic and family pressures many of our students face, we're partnering with two organizations to provide free mental health support:

- **Jo Bell**, a Holistic Success Coach from Ireland, will lead two workshops of four sessions each, equipping students with tools to navigate overwhelm and regain confidence.
- **Hanai**, a US-based organization, will offer a safe space for students to address challenges and build resilience.

Thanks to our membership in the Vital Voices community, these essential services are provided at no cost, ensuring our students receive the support they need without impacting program resources.



Student Success Stories:



Vivian Agaba Freelance Journalist

Vivian Agaba took our first workshop in Uganda way back in 2018! Since then, she has been a freelance journalist. This past year, in partnership with a Rotary Club in Hamilton, Ontario, we worked diligently to support Vivian's goal of getting into the prestigious Rotary Fellowship. Vivian will join the new cohort of Rotary Fellows in 2025 to work on her idea for peaceful elections as Uganda prepares to go to the polls in 2026. She is also working on her Master's application, which, again, we will be supporting.

Annet Namusisi Journalist in Training/Filmmaker

After graduating from our year-long program in 2023, Annet began working in journalism but faced severe workplace harassment when her male boss demanded sexual favours in exchange for pay and publication. Refusing to compromise her principles, she said NO to systemic harassment. **Cameras For Girls** supported Annet financially until she could find new opportunities.

2024 marked a turning point for Annet. She completed a 6-month mentorship with **Women's eNews** in New York and is now preparing to direct an AI-generated film with a New York-based filmmaker, sharing her powerful story. Annet's journey highlights the resilience of women who rise above barriers with courage and support.



Joy Aliba Edumu Entrepreneur

Joy Aliba Edumu took our training back in 2019 and graduated in 2020, during the pandemic. Her initial goals were to become a journalist, however, faced with the challenges of finding a position in a media house, Joy decided to try offering herself as a virtual assistant to other companies. Today, Joy runs her own company offering her services as a virtual assistant to organizations in Uganda and in the US. She has a stable of women working with her and for her to service organizations, which are both in the for-profit and non-profit space. She uses the storytelling skills she learned via Cameras For Girls to support other organizations with their storytelling needs and has become a force to be reckoned with in Uganda, showing our students that just because you cannot find work in one sector, does not mean you cannot pivot and find success in another.

Check out other student success stories on our website at <https://www.camerasforgirls.org/our-students>

www.camerasforgirls.org

What We Raised and Spent in 2024:

What We Raised This Year at Cameras For Girls



Individual Donations - One Time and Monthly:

Via the various Fundraising platforms, we raised a total of **\$20,727.51**



Grant and Foundation Funding

Through various **Grants** we won this year, we raised a total of **\$80,061.97**



In-Kind Donations

This year, we raised approximately **\$13,460** from used cameras and miscellaneous electronics offsetting our camera costs and keeping items out of the landfill.



Fundraising Campaigns

This year, we had a big goal of raising **\$34,425** to purchase the rest of the cameras we need for our Uganda expansion - we fell short but still managed to raise approximately **\$4,323**



Currently on hand in the bank:

As we close out the year, and have spent what was required to fund our programs and pay for services/marketing, we have approx. **\$52,180** in the bank. We will spend a considerable amount on our programming in Uganda in early 2025!



What We Spent This Year at Cameras For Girls



Programming:

This year we held one workshop in Uganda and one workshop in Tanzania - the combined cost, including the 4-day workshop, 5 cameras for the Trainers + 10 cameras for our students in Tanzania, travel, admin, and facility costs came to: **\$29,629**



Admin Costs

This year we managed to pay our Executive a small salary and also paid for a VA to support. The costs came to **\$9,128**.



Consultants/Social Media Support

We hired a fundraising consultant for grant writing and for our year-end fundraiser. We also needed support for social media - the total spent was **\$8,500**.



LinkedIn Growth

This year we supported our 15 students to get their LinkedIn profiles professionally reviewed and built for those that did not have one. LinkedIn is the #1 tool that can support their growth. Cost was **\$1,000**



Licenses and Software

We paid for vital software licenses to support our growth, including Zoom, Vimeo, our CRM, Quickbooks, and Adobe for our editing labs - the total cost came to approx. **\$4,046**.



Costs are estimated at the time of this report, within the closest approximation.

Why Our Donors Give:

Cameras For Girls relies on the support of its incredible community of donors like you. They are compassionate individuals who, through their unwavering support, have become the pillars of our mission for Women's Empowerment and Gender Equality in Africa. As we delve into the reasons behind the support garnered from our diverse group of donors, we find a tapestry woven with threads of shared values, a collective belief in the transformative power of education, and a commitment to breaking down barriers. Each donor's story is a testament to the impact that can be made when passion meets purpose.

“ *I first met Amina when she came into Henry's camera store to purchase a camera. When she first told me about Cameras For Girls, I was so keen to see it succeed. I am not a financial donor as I work in retail, but I support her by collecting cameras from customers. To date since 2021, I have helped Amina collect over \$10,000 worth of used equipment, which helps her offset the cost of the cameras each student receives.* **”**

Brian Weiss, Henry's Newmarket

“ *My husband used to teach photography here locally in Newmarket. He has since passed; however, once he learned about Cameras For Girls through our local Henry's camera store, he started donating old equipment to support their cause. Now I support them in his memory because a camera can make a huge difference, and Amina and her passion to carry it forward keeps my husband's memory alive.* **”**

***Janice King in memory of
Jim King, Newmarket, ON***

“ *I first met Amina at a Canadian photography conference, where she spoke about her work at Cameras For Girls. As a photographer and someone who has a passion for Uganda, I immediately signed up for her monthly donor program. Amina also invites donors to meet her students by participating in her weekly Zoom training sessions, a highlight of my week. I am so proud to see how far she has brought this program in such a short time.* **”**

Karen McMillan, Prince Rupert, BC.

Thank you to our Board and Volunteers:

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Debbie Singh, Board Chair

Kemi Saliu, Board Member

Cristina Sacco, Board Member, Secretary

Adrian Wilczek, Board Member

Kelsie McKay, Board Member, Treasurer

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Daniel Semwogerere - Photographer

Kenny Mulinde - Editor/Filmmaker

Alex Sekitoleko - Team Lead, Mentors

Volunteer Team - Tanzania

Nasma Aboubakary - Volunteer Coordinator

Imani Nsmila - Photographer

Janeth Johnson - Editor

Volunteers/Mentors - Worldwide

Alex Sekitoleko- Daniel Semwogerere - Kenny Mulinde - Benjamin Sagar - Phillip Mwebaza - Patrick Wanyiri - Hannah Arinaitwe - Immaculate Bashaba - Patience Natukunda - Jackie Kitanga - Deepa Girishkumar - Tony Bahati - Gloria Kyomugisha - Muhindo Pedson - Ronald Bwire - Adam Hamza - Lizbet Palmer - Marie Mayet - Yuri Yabi - Tiffany Ormer - Maliha Samiha - Awab Ali - Karen Mitchell - Tresor Enock - Flor Lopez - Deborah Colman - Kavuma Vieri - Sharee Aluko - Rusti Lehay - Salma Hudaid - Daria Mykhalevych - Louise Neil - Ingrid Broussillon - Imani Henrick - Chris Miller - James Roh - Sheena Yap Chan - Daniella Cohen - Andreina Romero - Sam Blake - Lindsey Johnson - Gregg Burton - Amy Mayers - Jaida Williams. ☺

Thank you to all of our Sponsors and Foundation Grant Partners:



KANYINI FOUNDATION

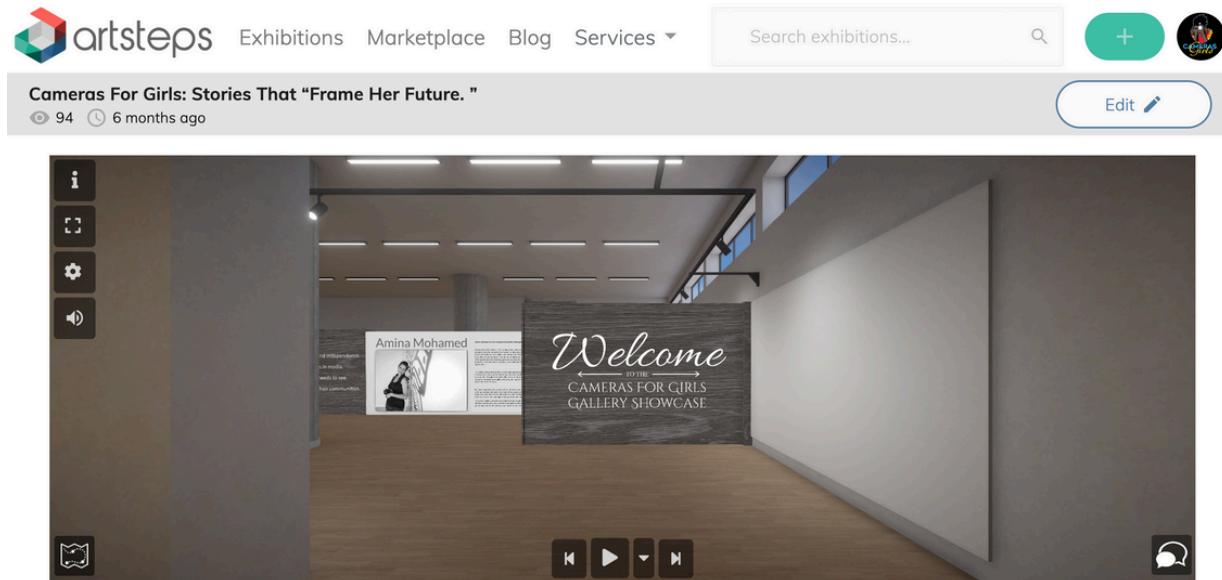


Thank you to all of our donors:

Donors (One time and Monthly) + Donation of Camera Equipment

Aba Mohamed	Eric Osuorah	Margaret Iding	T Michael Porter
Alexis Money (M)	Eswar & Shashi Prasad	Maria Cellucci	Tomas Lind (M)
Alyce Lampe	Evita Strobelle	Maureen Munsie (M)	Wally Chin (M)
Aly Pirani	Farah Mohamed (M)	Marta De Aguinaga (M)	William Watson
Aly Juma	Farida Jivraj	Maryann Kerr	Yvonne Silver
Amina Mohamed (M)	Farrah Nanji	Megan Gale	Zaeema Chowdhury
Anne McLellan	Faraz Huq	Megan Walsh (M)	Zainul Karim-Nathoo
Arden Warren	Gloria & Kim Barrett	Michael Le	Zehra Ispahani
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Audrey Francescut	Jacqueline van der Jact	Naaz Jetha (M)	
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Brenda Benham (M)	Joan E. Forsythe	Rusti Lehay	
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Danielle Sutton	Kim Jacob	Stephen Reid	
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Delwar Hoque	Kurtis Kyte	Sylvia Haines (M)	
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Dianne McHugh	Lesley Grace	Susan Illman	
Dilshad Mohamed	Lionel Ahmad	Susan Mintz	
Damilola Akinlembola	Linda Terry	Syed Jawad Quader	
Eboo Keshani	Lorne R Hill	Taylor Kyte	
Elizabeth Hodge	Lucy Dumas	Teresa Butler-Porter	
Emily Mercy	Luise Zimmerman	Tobias Bohnet	

Please Take a Moment to View Our NEW Student Gallery



Play me at <https://bit.ly/4a2RXLu>

This year, we are proud to present a powerful Gallery that celebrates the voices and talents of young women across Africa. The 21 profiles featured in this exhibit are not just a reflection of the incredible work happening at Cameras For Girls, but a profound reminder of why it is so crucial for these women to be seen, heard, and valued. In a world where gender equality is still a distant goal, providing a platform for women to share their stories and achievements is an essential step towards a more just and equal world.

When women are recognized, listened to, and celebrated, it creates ripples of change that benefit everyone. By empowering these voices, we make the world a brighter, more inclusive place for all.

We invite you to explore the gallery [HERE](#), and if you feel inspired, leave a like and a comment. Your appreciation sends a powerful message to these young women, uplifting them to even greater heights.

We value your feedback and encourage you to share the gallery with your network. Don't forget to tag us at @camerasforgirls on [LinkedIn](#) and [Instagram](#) – your support helps amplify these voices and brings us closer to a future where every woman's story is seen and celebrated.

Thank you,
Amina Mohamed
Executive Director
Cameras For Girls