



CAMERAS FOR GIRLS ANNUAL REPORT



www.camerasforgirls.org

2023

A Message from the Founder and Executive Director

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

As the year winds down, I can't help but feel a burst of gratitude and excitement when I think about the incredible impact you've made possible through your support at Cameras For Girls. Your gift, whether a donation, volunteering, or mentoring, is the heartbeat of our mission for Women's Empowerment and Gender Equality in Africa.

Since 2018, you've empowered 206 young women with more than just cameras. Through your support, we've delivered a comprehensive 4-phase curriculum, extending beyond photography to include a broad education, mentorship, and support to women facing gender-based barriers.

The outcomes are truly inspiring. A staggering 74% of our graduates in Uganda now hold full-time positions in male-dominated media-related fields, becoming journalists, photographers, and, in some cases, entrepreneurs. Beyond the classroom, empowered women have become beacons of change in their communities, challenging stereotypes and paving the way for others.

Some highlights include the expansion of Cameras For Girls into Tanzania in November by teaching 15 young women in association with our partner, the University of Dar es Salaam. Over 4-days, we ran through the same curated curriculum in Uganda to resounding success. As I write this report, we are immersed in the year-long curriculum in both Uganda and Tanzania.

The online platform we built during COVID is not only serving the young women in our core program but also young women who come through our collaborative partners across Africa including three refugee camps in northern Uganda, where young girls and women are learning photography and storytelling skills to help them share their stories with the world. We provide access to the platform, and where needed, we cover the cost of data. All they require is a phone with a camera.

As we approach a new year, we have ambitious plans and new initiatives to advance our mission. We are currently developing a "teach the teacher" program to train five former students every year to lead a cohort of young women through our 4-phase program. The goal of this is to build a sustainable, community-centric initiative led by our in-country partners so that we can increase the number of young women who come through our program while freeing up my time to focus on growing the charity's reach across Africa.

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

Your Donations At Work

At Cameras For Girls, we believe in the transformative power of community. Our commitment goes beyond providing tools and education; it's about understanding and serving the unique needs of our students. We've left behind the traditional "colonial" approach to charity, opting instead for a community-centric model that empowers, listens, and ensures every woman's journey is shaped by her own aspirations and dreams.

Thus we fund the following for each young woman in our program.



Cameras for Empowerment

Your generosity directly funds the provision of cameras to aspiring women photographers, enabling them to capture and share their unique perspectives. These cameras are not just tools but instruments of empowerment, breaking down barriers and providing a voice to those who have been silenced for too long.



In-Depth 4-Day Workshops in Uganda and Tanzania

Your donation supports our immersive 4-day workshops in Uganda and now, as of November 2023, in Tanzania. These workshops go beyond technical training, fostering a community of empowered women who share experiences, build connections, and learn from one another.



Nutritious Meals During Training

We believe in nourishing both 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 video training platform. This allows participants to engage in the training at their own pace while building a solid foundation for their future careers.



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 funds the integration of business and storytelling skills into our curriculum. Participants learn the technical aspects of photography and storytelling while also enhancing their business skills, such as building a resume and cover letter and saving for a rainy day. They gain essential skills to thrive in their chosen fields, breaking through gender barriers with confidence.

By The Numbers

Our Success

Cameras For Girls



Program Growth

Since 2018 we have worked in Uganda and in November 2023 we expanded to Tanzania. We plan on Kenya in 2025, Ghana in 2026 and Nigeria in 2027.



206

Students Have Accessed Our Training Since 2018

Since 2018, we have taught 206 females across Africa:

- 79 students through our in-person workshops in Uganda and Tanzania.
- 10 students in South Africa, through a 4-day workshop, delivered online.
- 117 students and growing on our online training platform, reached through various organizations across Africa.

Program Goals

- Build confidence and self-esteem in our students.
- Give them a voice and agency.
- Create paid jobs with collaborative partnerships with media houses in each country, so our students can escape poverty and have places of work where systemic harassment is no longer of concern.



Success Rate



Of the 64 students, we have taught through our in-person workshops in Uganda, 75% or 48 students now have full-time paid work in journalism and photography.

www.camerasforgirls.org

Overcoming Gender Inequality and Poverty for Females in Africa
One Camera at a Time!

Find us on social media @camerasforgirls
(Facebook, LinkedIn, Twitter, and Instagram)

www.camerasforgirls.org

What Your Donation Will Fund in 2024:

Our "Train the Trainer" program is scheduled to commence in early 2024 in Uganda. The inspiration behind the inception of this program stems from an organizational challenge. In particular, I, as the executive director, have been playing a central role in training, a role that, over time, has proven to be challenging to sustain and poses potential obstacles to the broader success of our mission to empower and uplift more girls and young women across Africa.

However, more significantly, this initiative aims to foster the development and empowerment of these young women, emphasizing the importance of their voices in society.

To execute this program effectively, we plan to enlist five former students who have successfully completed the Cameras For Girls 4-phase program. Additionally, we intend to leverage our extensive network of photographers in Uganda, both women and men, to contribute their expertise to training these girls.

The 9-month training program encompasses the following key components:

1. A leadership course offered through a partnership with Vital Voices.
2. Participation in Toastmasters International to enhance their public speaking skills.
3. Advanced photography and storytelling instruction provided by our team of professional photographers, all of whom possess substantial training experience.
4. Workshops and supplementary training opportunities facilitated by Uganda Press Photo Award and other esteemed collaborators.

The estimated cost for each participant to undergo this comprehensive 9-month training, including a professional camera kit, is approximately \$3,800. We aspire to conduct this program twice annually, ensuring that each of the five students undergoing this training will be responsible for guiding, mentoring, teaching, and empowering their own cohort, similar to how we currently do through our 4-phase program.

The overarching objective is to enable these young women to excel and find opportunities in the traditionally male-dominated fields of journalism and photography while supporting our organization to be sustainable.



Success Stories:



Joyce Mollan, Photojournalist

When Joyce Molan entered our Cameras For Girls program in 2022, she was in her final year of a journalism and communications degree program at Makerere University in Uganda. She did not understand the manual operations of the camera nor the technical aspects that would make her a better photographer. A year later, Joyce works for two soccer clubs as their staff photographer and is expanding her repertoire as a photojournalist supporting two local charities in Uganda to tell their stories.

Patience Natakunda Freelance Writer

Patience Natukunda took our Cameras For Girls training in 2019, when it was still in its infancy, however remains committed to improving her skills as we bring out new aspects of the program. After graduating and coming back to the program, she took part in our mentorship program, which not only propelled her to push past her own self-imposed boundaries, but helped her win “Travel Writer of the Year” in Uganda in 2022, and she now runs her own writing and consulting business writing for other travel brands but also consulting and mentoring other students who want to follow in her footsteps. Paying it Forward is what we ask of all of our girls and Patience has excelled in this area.



Felly Lydia Akullu Journalist



When Lydia Akullu entered our program in 2022, she was already a staff writer, but more in a support role, rather than a published journalist. That was because she did not own a camera or know how to use one, which is a gender-based barrier placed on women in the African media industry, and a huge reason we exist. After the training, Lydia now writes and gets published 4-5 times per week and is expanding her skills to mentor other women who want to follow in her footsteps. Lydia even wrote an article about Cameras For Girls, which was published in the National paper in Uganda.

These are just a few amazing success stories of the girls who have been successful due to our programs.

What We Raised in 2023

CAMERAS FOR GIRLS

We Raised the Following This Year:

 Via Canada Helps and Zeffy platforms we raised **\$9,372.96** from **Individual Donors**, who contributed both one-time and/or monthly.

 We raised **\$5,494.66** from **in-kind donated cameras**. Our friend at Brian's Camera Shop takes the donated cameras we get donated, sells them and gives us the money to purchase the cameras we use for our training, which are the Canon G1Xii.

 We raised **\$27,975** from **corporate donors** (Prasad Family Foundation, Tamara Foundation, KruShan Foundation, GTA Imaging, Scotiabank Hiring Grant, Redleaf Foundation, Levante Foundation, and The Lewis & Ruth Sherman Foundation).

 Through various fundraising campaigns, we raised a total of **\$15,054.55** from our Photo Fundraiser in January, the 24HourProject in September, the LittlebyLittle Campaign in September, and our Giving Tuesday Year-end Fundraising Campaign..

 We raised **\$1,278** from a donation of securities. Our very first donation of securities via Canada Helps.

 Currently on hand, in our bank account **\$21,766.80**

Where Will We Spend The Money in 2024

#1 We will invest in 1 workshop in Tanzania with 15 young women in the year-long program. Costs will cover travel expenses, cameras, 4-day workshop facilities, a year-long program, and more.

#2 We will invest in a "Train the Trainer" program in Uganda, to train 5 former students over a 9-month period to increase their photography skills, leadership, and public speaking skills and build their confidence to train a cohort each, thereby making this program community-centric for Ugandans by Ugandans. This will also allow the ED to free up her time to focus on building the charity's reach across Africa.

#3 We will attend a few gender-related conferences to build our network, and invest in registering as a nonprofit in Africa, attract funding, and learn more about how to elicit further change when it comes to #genderequality and #womensempowerment.

The Economic Case For Our Work

+46% Women who took further training outside of the school setting, saw their opportunities and incomes increase by 46%.

Women who took no further training outside of the school setting, saw their opportunities and incomes decrease by 25%.

-55%

*(UN Women)

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've taken part in study tours that traveled to a number of African countries so I've seen firsthand the many challenges facing women and girls – gender equality being just one. That's what Camera For Girls is all about – leveling the playing field and equipping women and girls with the tools and training to compete in the male-dominated field of photography and journalism.

I trust and applaud Camera For Girls for the excellent work they are doing and will continue donating to ensure that work continues – please join me and donate!

”

Jim Barr, Ancaster, Ontario

“

By donating to Cameras For Girls, I am contributing to a cause that goes beyond the provision of cameras. I am investing in the cultivation of confidence, self-expression, and a sense of agency among young girls. I envision a future where these budding photographers can showcase their talents, challenge stereotypes, and inspire others through their visual narratives. I am proud to support this charity because of all the different ways they are supporting these young women to find meaningful work and escape poverty. I believe that together we can do our part and I am proud to stand behind Cameras For Girls

”

Susan Hansen, Vancouver, British Columbia

“

Photography has been a powerful force in my own life, shaping my perspectives and providing a creative outlet for self-expression. As I reflect on the impact it has had on me, I am reminded of the transformative potential it holds, especially for young girls who may not have had the opportunity to explore the art form. I appreciate that my donor dollars are going to support girls in Africa, who otherwise may not have the same opportunities I have had and I love the transformational aspect of this program, proven through the work of Cameras For Girls.

”

Emily Straight, Toronto, Ontario

Tax receipts are provided by the platform on a monthly or annual basis, depending on how you make your donation, and you have the option to cancel your gift at any time you choose.

Thank you to our Board and Volunteers:

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Espoir Mulondola - Tammy Williams - Richard Mugambe
Patience Natukunda - Jackie Kitanga - Emily Strong - Tina Kararu

Thank you to all of our donors and sponsors:

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Tamara Foundation - KruShan Foundation - GTA Imaging
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