



# ANNUAL REPORT - 2017

A MILESTONE FOR THE PURCHASE OF THE ACADEMY LAND



[www.rockiesug.org](http://www.rockiesug.org)

# About Rockies

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We provide a safe and supportive home for bright but needy children and youth, education sponsorship, health support, nurture and develop talents in vocational skills, performing arts as well as groom their leadership abilities.

## Vision

To be a Leading Center for African Culture, Art and Skills Development.

## Mission

To Socially and Economically Transform Society through attracting Talents & Nurturing Professionalism.

### **What we do;**

- 1.1. Develop skills in creative and performing arts
  - 1.2. Vocational skills development
  - 1.3. Education sponsorship
  - 1.4. Community advocacy (health, education)
  - 1.5. Home for the underprivileged yet talented
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## Impact Analysis

The year 2017 is unprecedentedly the most eventful year at Rockies that opened up quite enormous opportunities that saw us hit our different set milestones. We attribute this success to the continued support from Segal Family Foundation both financially and socially, our Board of Directors, alongside other good Samaritans that have come out at a personal level to paint a smile to our existence. This support has helped unlock our potential to this day that we have quite a number of registered interventions;

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## Message from the Chairperson Board of Directors

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Dear stakeholders,

As the new chair, it gives me great pleasure to present the annual report for the year 2017. As Rockies Organization continues to evolve, I'm encouraged about the years ahead.

Our mission "to socially and economically transform society through attracting talents and nurturing professionalism" it remains our top priority. As we continue to implement our strategic plan on youth empowerment and development, it will be important we remain focused to this agenda. Let's recap on our progress and we thank everyone involved, for making our organization a success it is today. We have continuously trained and mentored less privileged young

people in leadership, welcomed new members to the academy, performed on International and National scenes, offered formal education to the team, provided medicare and carried out health related advocacies. We thank again management team, members, volunteers and partners for helping us achieve our annual goals.

Our plans for the coming Financial Year, 2018, include the final payments for the land we purchased in Nakawuka where our Academy will be situated, enroll more young people into the academy, educate them, carry out outreach programs, update our strategic, and Monitoring & Evaluation plans, purchase a Sound System, acquire a van for flexible movements and above all construct a new and spacious home for the youth at our Nakawuka Land.

Finally, our annual "Make Them Smile Charity Concert", will take place on the 7th September 2018 at Pope Paul Memorial Hotel-Ndeeba. Join us for this annual celebration, where we showcase our musical professionalism and arts. Proceeds go towards the construction of the academy home. We thank those who attended our previous concert, including the State Minister for Tourism, Hon Godfrey Kiwanda Ssuubi, who represented the Vice president of the Republic of Uganda.

Let's continue with our efforts of training today for a better tomorrow!

Sincerely

Dr. Sylvia Tumuhairwe Alinaitwe  
Chairperson Board of Directors

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## Message from the Team Leader;

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Dear Friends, customers and partners of Rockies, I extend my sincere gratitude and appreciation to you all, for having trusted and worked with us throughout 2017.

You have added a meaning to the word unconditional love in our concept and helped us grow as an established organization. Without you we could not have achieved as much.

For Segal Family Foundation, we are extremely grateful for your support and contributions towards our development, both financially and building our capacity across borders. We have been able to get more partners, more funds and exposure, as a result of your support and mentorship.

To the Board members, you have been real parents to us all as an organization and to my Family in America of Papa Pius, words cannot express our gratitude.

Finally to the Family; a loving, caring and winning Team of Rockies, we are in this together. We were able to acquire a piece of land where the Talent Academy shall be constructed, performed on many national and international stages, collaborated with many organizations, educated many and took care of them holistically. With you in the driving seat, the sky is the beginning! When brilliant talents come together, great things happen. Watch the space in 2018. #MakeThemSmileConcert, #RockiesTalent&LeadershipAcademy Loading!!

Sincerely

Sssozi Brian  
Team Leader



## 1.0 The Academy & Education Sponsorship



*Rockies family at their newly acquired land in Nakawuka*

Rockies Talent, Leadership and Skills Development Academy, a hub for all skills development initiatives that Rockies runs for the young people. The major highlight of this year, is that we have been able to acquire **2 acres of land in Nakawuka-Wakiso district** where the academy will be established thanks to Segal Family Foundation, our board chairperson alongside her team, all our development partners and the good Samaritans. We have also been able to increase our intake by 8 talents making our current total of 50 young people 24 of these are girls and 26 boys.



*Some of the students from school with visitors from Tweekembe Development Organisation*

*As our education sponsorship program continuously gains momentum, we are pleased to report that this year alone we have managed to take 42 young boys and girls to school. This is fundamental to our programming as we ensure that all members recruited by Rockies receive a descent formal education.*



*Team leader showing some of the members land marks*

The academy took its team to **ISAMU Foundation School** in Namasuba-Wakiso district following an invitation from the school administration with the aim of inspiring children to embrace performing arts. The arrangement was highly inspirational that the administration requested that we help come up with a curriculum that will help guide this studies, Parents who attended the event equally agreed with the administration.

Rockies administration like has been one of the approach for recruitment of young talents took off time to travel to the North in Gulu for two nights in search for these talents on recommendation shared by individuals who believe in the good work we do here we spotted 3 young talents 2 boys and a girl, we are in the process of having them join the team. Through the Northern route we crossed over to the East in Iganga where we also spotted two young boys and these are already with us.

## 2.0 Social Impact

Social impact is intended to keep tabs with our development partners, members of our community and the general public. The publicity arm of our different programs is clearly emphasized in this area. Keeping us socially active has given us an opportunity to keep alive our works on the different platforms

both within the country and outside. Voted the best Cultural Troupe in Uganda by Ekkula Pearl of Africa Tourism Awards in conjunction with the Ministry of Tourism gave us mileage across the globe.



*Rockies Troupe after being awarded the best cultural troupe in Uganda by Ekkula Pearl of Africa Tourism Awards*

Our maiden trip to India came with an invite from Sadghuru the Indian Yoga Master where we put up an energetic performance to an audience of over 3 Million people from all over the world and over 30 million people on social media.



*Rockies Troupe performing in India with Sadghuru at the Isha Foundation Cultural performance*

Rockies Troupe equally had the opportunity to feature at the first ever Chinese Boat Festival. This is a very special cultural and historical celebration for the Chinese people; The Chinese Embassy in Uganda in partnership with The Ministry of Tourism organized this event as the first ever in Uganda. It took place at Uganda Wildlife Education Center where we took part as the main act performers.



*Vice president of Uganda, Chinese Ambassador to Uganda launching the Chinese Boat Festival*



*Rockies Troupe performing at the Chinese Boat Festival*

Uganda National Council for Science and Technology one of our development partner, during their stake holder meeting at Kampala Serena Hotel, gave us an opportunity as Rockies Troupe to entertain their guests during the course of the meeting and later at the dinner.



Rockies Troupe also took part at the Annual Global Cultural Event that took place at Uganda Museum organized by Mary Ingabire Global Events. This was the inaugural event that attracted over 30 cultures across the country showcasing their different life style that included dance, clothing and food among others. Rockies Troupe was invited as a special act to give a much more professional feel to our Uganda's performing and creative arts arena.



*Rockies Troupe team performing at the Annual Global Cultural Event that took place at Uganda Museum organized by Mary Ingabire Global Events.*

Agha Khan Foundation during the time when they invited all their partners and the network agencies for a dinner at Kampala Serena Hotel, they equally invited Rockies Troupe to be the sole entertainers of the evening. The event was graced by Prince Karim Aga Khan IV and the Minister of Foreign Affairs Hon. Sam Kuteesa alongside other prominent dignitaries



*Performing for Agha Khan at Serena Hotel, Victoria Hall*

The Make Them Smile Concert is a Rockies Organization annual event. This is a signature event that show-cases our musical prowess and professionalism. This event was graced by the Vice president of Uganda H.E Edward Ssekandi who was represented by state minister for Tourism, Hon Godfrey Kiwanda Ssubi. On this day as an organization we open up our doors to possible partnerships, sponsorships and collaborations to have our brand highly appreciated both locally and internationally but also

receive funds and support which we channel to the basket account for the construction of the Academy.



*State minister for Tourism, Hon Godfrey Kiwanda Ssubi, Our board member & State Minister for Research in Buganda Kingdom Hon Sylvia Mazzi Kakonge, Isha Yoga Foundation representative led by Katherine & Angoir and some of the Make them Smile lovers.*

Milege World Music Festival an annual creative and performing arts carnival, a cross-cultural platform that brings together performing artists across the globe to showcase and share musical experiences. Rockies Troupe is a regular act having graced the platform for two years now this has helped build our social network





### 3.0 Community Activations

Our community activation (CA) has interesting methodologies that take the shape of dance acts, skits and plays or drama. We believe that any message sent out in a much more entertaining way especially to a young audience will easily be appreciated and associated with, coming off with interesting characters that can be related with in real life situations.



During the annual youth camp organized by our partner Reach a Hand Uganda, we were invited to inspire youth from our life experiences. Here, we created informative tailor made performances on Reproductive Health awareness that helped shape their mindset. We also collaborated with one of Uganda's best R&B Musician called GeoSteady on a song entitled Get Up Speak Up which was a theme song for this year's youth camp (<http://youtu.be/Eng1xEWV-f4>) Thank you Reach a Hand for the many gigs and platforms you created for us this year. We can't wait for 2018



*East Africa Police Chiefs Cooperation Organization (EAPCCO), is one of the National events and stages that made our 2017 highlight, where we made both opening and closing performances. Uganda Police Force went into an agreement with us to be their lead entertainers in most of their major celebrations. We equally performed at the 3rd Annual Police Day celebrations still under the same arrangement as lead entertainers.*

Rockies organization joined the rest of the world in commemorating the Global Hand wash day. In Uganda, the main celebrations were taken to Bidibidi Refugee Camp in Yumbe District far North of Uganda bordering Peoples Republic of South Sudan. The celebrations here in Uganda were organized by Oxfam and Peace Winds Japan Initiative together with Saraya Company and Fenon Records. Rockies because of its edutainment model, Saraya together with Fenon gave us a role of creating a dance demonstration on the 6 Hand washing styles, this song and video is widely used today as a hand washing campaign illustrator ([https://youtu.be/uyCavQ2vR\\_E](https://youtu.be/uyCavQ2vR_E))



## 4.0 Partnerships and Collaborations

This year alone, we are happy about the increased number of partnerships that have come our way. These partnerships are both from the Segal Family Foundation network and other collaborative networks.

Isha Foundation became the first development partner that gave us a maiden trip to India with the invite of Sadghuru. This followed a Yoga session and a mind focusing training that we got from this great collaboration.



Global Giving came on as a great collaborative space under the guidance of our mentor Jackson Twesigye Kaguri this fundraising platform enabled us raise \$10,000 that was very helpful towards the part payment of the land for the academy. (<http://goto.gg/28983>)

Being part of the Girl-Up Initiative fundraising concert was the most thrilling partnerships for this year. Performing alongside PJ Powers a legendary African Musician was a dream come true for our team. This went on to open space for us to engage with our different networks under the Segal Family.



Cultural dance group Rockies Troupe cheered up revelers at the much anticipated “Jabulani” Charity concert featuring South African legendary songstress PJ







This year was also an impressive year to our organization as our team leader Ssozi Brian made his maiden trip to United States of America-New Jersey to attend the Segal Family Foundation Annual General Meeting. The case story covered here was life changing and it restored hope to all the team members with a message of Team work, Hard work and Persistence will help take Rockies to a greater height. This opportunity was a great networking avenue for our leader to expound on our network base and surely this brought on board MindLeaps a partnership that will take shape in 2018 among others.



Our team made a learning visit to Musana Community Development Organization a Segal partner in Iganga. The rationale for this tour was to share and compare notes on the models we each use to empower young people. Musana having a formal education approach, wanted to know how Rockies has managed to tailor skills development programs that suit the current learnt dynamic.



*Rockies member sharing experience with Musana Students*



*Rockies leadership sharing a light moment with Musana Leadership*



With our continued networking, we joined Tweekembe Development Organization and Music for Life Africa Foundation (MULIA) Segal Family partners during their fundraising concert a gesture that has kept our working relationship healthy as we equally helped inspire the young children MULIA takes care of. This followed a learning visit made by Tweekembe administration to Rockies in a bid to learn our working model.



*The Mulia Kids at their concert inspired by Rockies Troupe*



*The ED of Tweekembe and Our Team Leader listening to the ED Mulia Foundation during their concert*



*The winning team entertains guests of Tweekembe and MULIA at their concert*



*The Founder and ED of Mindleaps Rebecca Davis, International coordinator - Eugene Dushime and the dance teacher - Mr Ssali Eugene Joseph at a visibility study at Rockies headquarters in Mutundwe - Uganda for a possible partnership program that will start early 2018*

Nyanka Aids Foundation equally invited us to be part of their Fundraising dinner at Imperial Royale Hotel a gesture that kept our hopes high as we entertained their guests.



# Log frame Matrix

Hierarchy of Milestones (Results)	Indicators	Milestone	Target	Achieved	Means of verification	Risks or Assumptions
<b>Youth</b>						
<b>Output 1.0</b> Recruitment of students in the talent ensured	# of Students who were recruited	80% of the talented young girls and boys recruited to the academy	90 talented young girls and boys recruited to the academy	50 talented young girls and boys recruited	Talent and Leadership Academy reports 50 young people fully present and taking on the given trainings	Willingness of parents and students to embrace the academy
<b>Output 1.1</b> Providing holistic care for students at Rockies home ensured	# of medical complaints responded to and addressed.	Monthly medical check-ups conducted	12 Monthly medical checkups conducted	Quarterly medical check-ups conducted	Medical Reports.	There will be readily available insurance plan to facilitate this process
<b>Output 1.2</b> Reproductive Health and other enrichment programs conducted	# of people reached with the advocacy campaign	Advocacy campaigns conducted	4 Quarterly advocacy campaigns conducted	2 quarterly advocacy campaigns conducted	Reports from field engagements and visual recordings of each activity	Availability of funding opportunities to run these campaigns
<b>Output 1.3</b> Menstrual Hygiene and Training ensured	# of students trained on hygiene	Quarterly trainings conducted	4 trainings conducted	4 trainings conducted	Re-usable pads are readily available, Increased awareness	Willingness of the young girls to learn

Hierarchy of Milestones (Results)	Indicators	Milestone	Target	Achieved	Means of verification	Risks or Assumptions
Output 1.4 Rockies Troupe performing at National level events ensured	# of performances held	Quarterly National level performances conducted	8 high level performances conducted	9 high level performances conducted	Featured on both video and print media, Photo documentations	Networking opportunities to provide these links
Output 1.5 Introducing in-house vocational skills training ensured	# of students trained on vocational skills	Weekly vocational skills trainings conducted	4 items trained	4 items trained and learnt	Bricks laid, Books, Shoes and Tailored items are readily available	Willingness of the students to adopt and learn these new skills
Financial						
Output 1.0 Design and Implement a Financial management system ensured	Financial Management systems developed	Annual reviews conducted	Design and Implement Financial Management systems ensured	Financial management systems designed and implemented	Reviewed Income and Expenditure accounts, Statement of Financial Position, Cash Flow statement and Assets register	Capacity of staff to use these developed systems
Administrative						
Output 1.0 Board meetings and charter ensured	Board meetings held	Annual board meetings conducted	2 board meetings conducted	1 board meeting conducted	Board minutes captured	Availability of all board members



Hierarchy of Milestones (Results)	Indicators	Milestone	Target	Achieved	Means of verification	Risks or Assumptions
Output 1.1 Redesigning Rockies website ensured	Redesigning of website conducted	Monthly update of the website conducted	4 updates of the website conducted	4 updates were conducted	Our website <a href="http://www.rockiesug.org">www.rockiesug.org</a> fully up and functional	Availability of resources and information to ensure monthly updates
Output 1.2 Creating partnership with an SSF partner ensured	#partnerships made	Quarterly networking programs conducted	5 strategic networks created	9 strategic networks created	Existing networks include; Reach a Hand, MindLeaps, Tweekembe, Musana, Girl-Up Initiative, Global Giving, Youth Equality Center, Isha-Yoga Foundation & Nyaka Orphans Project	Willingness of the administrators to collaborate
Output 1.3 Creation of Strategic plan ensured	Strategic plan developed	Strategic plan developed	3 year strategic plan developed	3 year strategic plan developed and functional	Strategic plan document available	Capacity to implement as planned
Impact						
Output 1.0 Develop an M&E Plan ensured	M&E plan developed	Quarterly M&E plan developed	Quarterly M&E conducted	M&E Plan still under development	Template still under design	Capacity of the Programs department to deliver as planned
Output 1.1 Develop M&E tools ensured	M&E tools developed	Quarterly M&E tools created	Periodical M&E conducted	M&E is conducted on quarterly basis	M&E templates and Reports	Capacity of the Programs department to conduct M&E

# Challenges

Challenges	Mitigation
Limited resources basket to run planned programs	Funding from performances we make at invited events, Segal funding and other donations from good Samaritans have helped us run a number of programs
Limited space for accommodation of the ever growing numbers	We have improvised with 3 level beds as some young members have to keep sharing a bed
The house we rent out is in plan of demolition by government to create a run-way for the East Africa High voltage power line	We are looking for a place for temporary relocation but in a meantime we still have to keep around
We equally lack a sound system for our entertainment as we spend a lot on hiring	We have no choice but continue hiring at a bargained fee
Challenge of transporting the team and equipment from one destination to the other for an event	Like we do with the Music system, we also have to continuously hire transport means
Challenge of limited publicity on both local and international scene	We have tried to publicize our work on traditional media platforms like Twitter, YouTube, Facebook and our website
Challenge of unplanned illnesses that affect our work	We have no in-house medic so we improvise with a first aid kit

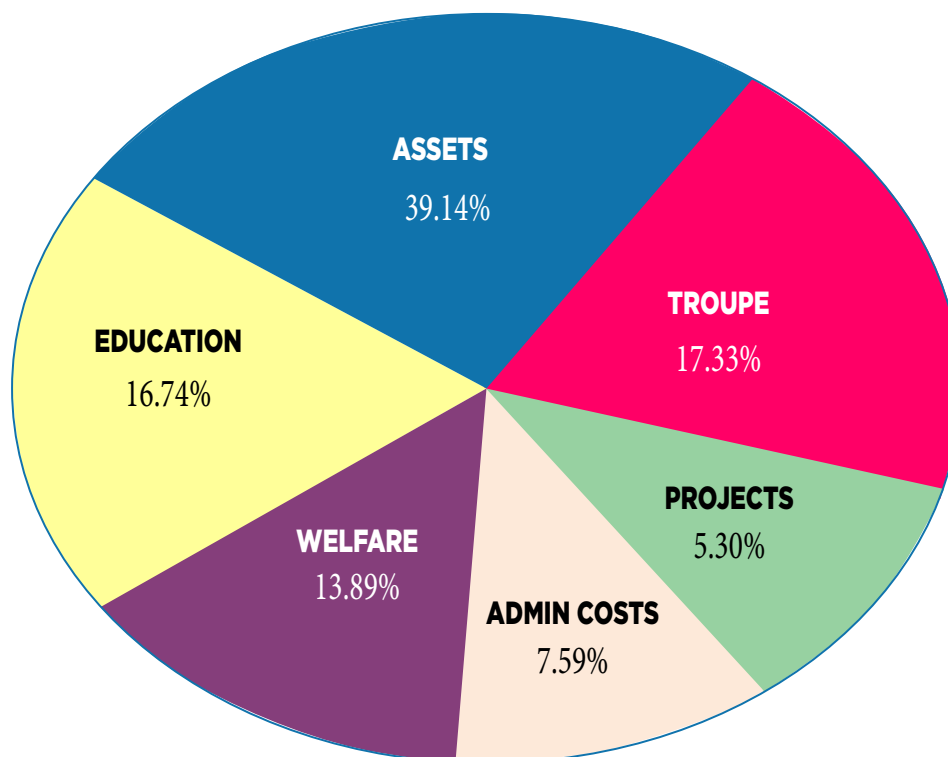
## Balance Sheet

ROCKIES ORGANISATION UGANDA STATEMENT OF FINANCIAL POSITION FOR THE YEAR ENDED 31 DECEMBER 2017			
	Notes	Dec-17	Dec-16 Ushs
<b>Assets</b>			
<b>Non-Current Assets</b>			
Property/Buildings, Land & Equipment		160,277,143	22,616,168
<b>Total Non-Current Assets</b>		<b>160,277,143</b>	<b>22,616,168</b>
<b>Current Assets</b>			
Cash in Hand		-	500,000
Cash at Bank		1,481,764	1,625
<b>Total Current Assets</b>		<b>1,481,764</b>	<b>501,625</b>
<b>Total Assets</b>		<b>161,758,907</b>	<b>23,117,793</b>
<b>Liabilities and Accumulated funds</b>			
Electricity Payable		80,000	
<b>Total current Liabilities</b>		<b>80,000</b>	<b>-</b>
<b>Accumulated funds</b>			
Accumulated surplus/(Deficit)		161,678,907	23,117,793
		<b>161,678,907</b>	<b>23,117,793</b>
<b>Total Funds</b>		<b>161,758,907</b>	<b>23,117,793</b>

## Statement of Activities

ROCKIES ORGANISATION UGANDA INCOME&EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 DECEMBER 2017		
	Dec-17 Ushs	Dec-16
<b>INCOME</b>		
Support		
Grants and contributions	125,010,999	165,700,503
In-kind contributions	-	
Other income/balances		
<b>Total Support</b>	<b>125,010,999</b>	<b>165,700,503</b>
<b>Revenue</b>		
Other program service revenue	83,350,000	48,175,000
Investment income	-	
<b>Total Revenue</b>	<b>83,350,000</b>	<b>48,175,000</b>
<b>TOTAL SUPPORT &amp; REVENUE</b>	<b>208,360,999</b>	<b>213,875,503</b>
<b>EXPENSE</b>		
Administrative costs	89,949,625	28,474,602
Sponsorship Program	49,842,000	41,458,200
Talent and Leadership Program	2,269,900	4,576,000
Troupe Facilitation	65,329,000	139,085,950
Finance Costs	970,474	280,751
<b>TOTAL EXPENSES</b>	<b>208,360,999</b>	<b>213,875,503</b>
<b>Less cash reserves</b>	<b>-</b>	<b>-</b>

## Annual budget for 2018



### Total budget 2018

414,633,600 UGX  
115,176 USD

#### FQ1

105,743,900 UGX  
29,373 USD

#### FQ2

65,851,900 UGX  
18,292 USD

#### FQ3

157,017,900 UGX  
43,616 USD

#### FQ4

86,019,900 UGX  
23,894 USD



## OUR BOARD



**Dr. Sylvia Tumuhairwe Alinaitwe**  
Chairperson Board



**Rev Fr John Joseph Ssenkaali**  
Board Member



**Hon Sylvia Mazzi Kakonge**  
Board Member



**Patrick Jude Mugisha**  
Board Member



**Renu Varun**  
Board Member



**Humphrey Nabimanya**  
Board Member



**Aaron Bukenya**  
Board Member

# OUR STAFF



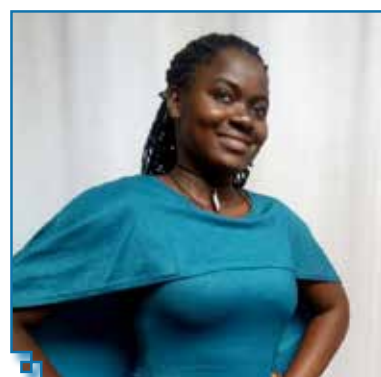
**SSOZI BRIAN**  
TEAM LEADER



**Masesa Demiano**  
Director of Programs



**Maria Tendo Namuyomba**  
Finance and Admin



**Eseri Namulindwa**  
Finance and Admin Assistant



**Seremba Eddy**  
Manager Rockies Troupe



**Bakyayita Julius**  
Programs Officer



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