



## Overview

**Grant:** \$2 million by PepsiCo Foundation

**Timeline:** 2018-2022

**Program area:** Kyenjojo and Kyegegwa districts of western Uganda

**Objective:**

To increase food security and build resilience and incomes of vulnerable women and girls in two districts of Kyegegwa and Kyenjojo in Western Uganda, by engaging targeted communities in more sustainable ways of farming as a business.

**Target Population:**

Women and women-headed households in Kyegegwa and Kyenjojo districts whose principal source of income is small-scale agriculture or animal husbandry. This target population typically suffers from poor nutrition and unreliable income streams that keep them and their households in a perpetual state of poverty.

Cultural traditions, women and girls' roles, and social norms hinder women's participation in agriculture and their contribution in decision-making processes in their households and communities. She Feeds the World (SfTW) helps address these issues by focusing on underlying and persistent drivers of poverty and systemic exclusion of women in market and agriculture systems through five outcome areas.

Outcome areas:

1. Supporting women's empowerment
2. Improving nutrition in communities
3. Improving women's access to markets
4. Increasing women's access to and control of productive resources
5. Multiplying impact to enable change at scale



**Direct reach**  
**125,010**  
**(77,131 F, 47,879 M)**  
**Out of target: 120,000**



**Indirect reach**  
**416,620**  
**(257,055 F, 159,565 M)**  
**Out of target: 370,000**

***"The most significant change by SfTW to me is getting us women from the back and bring us to the front. We were at the back and whenever we were called to speak in public, we would have no confidence at all and did not know how to address crowds. That was very important and nurturing us into leadership positions. Now, if you call me to stand before 300 people, I can stand and talk. I am respected by others, yet I didn't know it could ever happen."***

- Ms. Mary Kabasambu



## How She ACTUALLY Feeds the World

**58%** Women have increased access to quality, quantity, and frequency of food for their households.

**94%** women have access to and use financial services

**54%** Producer marketing group (PMG) members adopted at least three new agricultural technologies.

**96%** Women reported having increased confidence and negotiation skills

## Impact on Women & Nutrition

- She Feeds the World empowered 50 producer marketing groups (PMGs) made up of **4,383 / 4,931** individual members.
  - PMG members helped create 1,000 kitchen gardens.
  - Out of the 500 women leaders trained, 96 contested for their first time in the 2021 general election at different levels. Of these, 64 (66.6%) won different positions at Village, Parish, Sub-County and District levels as Councilors, Women Representatives and members of Council Executives.
  - The project built the capacity of 158 Role Model Men (RMM) who managed to form **3,094** Male Action Groups (MAGs) as platforms for engaging men and boys that have been instrumental in changing the perceptions of men towards women and girls' roles and violence against women and girls.
  - SFtW and local government partners carried out 71 Men in the Kitchen campaigns, reaching 10,404 people directly and 20,808 people indirectly.
  - CARE Uganda set out to improve nutrition in communities through facilitating households to adopt at least three feeding practices mainly building capacity of the project participants using the Farmer Field and Business Schools (FFBS) and Growing the Future module. It also specifically focused on enabling women (15-49) years to eat five of the defined food groups; children 6-23 months receiving minimum acceptable diet. It was also achieved through male engagement in kitchen gardening and food preparation (men in the kitchen campaigns) and MAGs.
- The program households responded to have a mean Coping Strategies Index of **CSI = 1.2** which means that the majority of the households is relatively food secure.
  - SFtW worked with both districts to develop four radio talk shows, reaching 123,130 people with messages on good nutrition
  - As part of COVID-19 adaptations, 133 Village Health Team volunteers (VHTs) were identified who reached 66,595 households.
  - SFtW's impacts are being scaled and sustained. CARE's local partner, JESE, adopted approaches promoted by SFtW into its programmatic strategy to advance the capacity of women and girls to meet their full potential, and the local governments adopted the male engagement approach. The Kyenjojo District Local Government found both FFBS and RMM approaches so effective that it has allocated funds and mobilized civil society organizations (CSOs) to implement them with other farmer groups.

## Keys to Success

- Maintaining strong relationships with local authorities and community leaders
- Continuous learning and knowledge-sharing approach
- Amplifying women's voices through leadership and decision-making

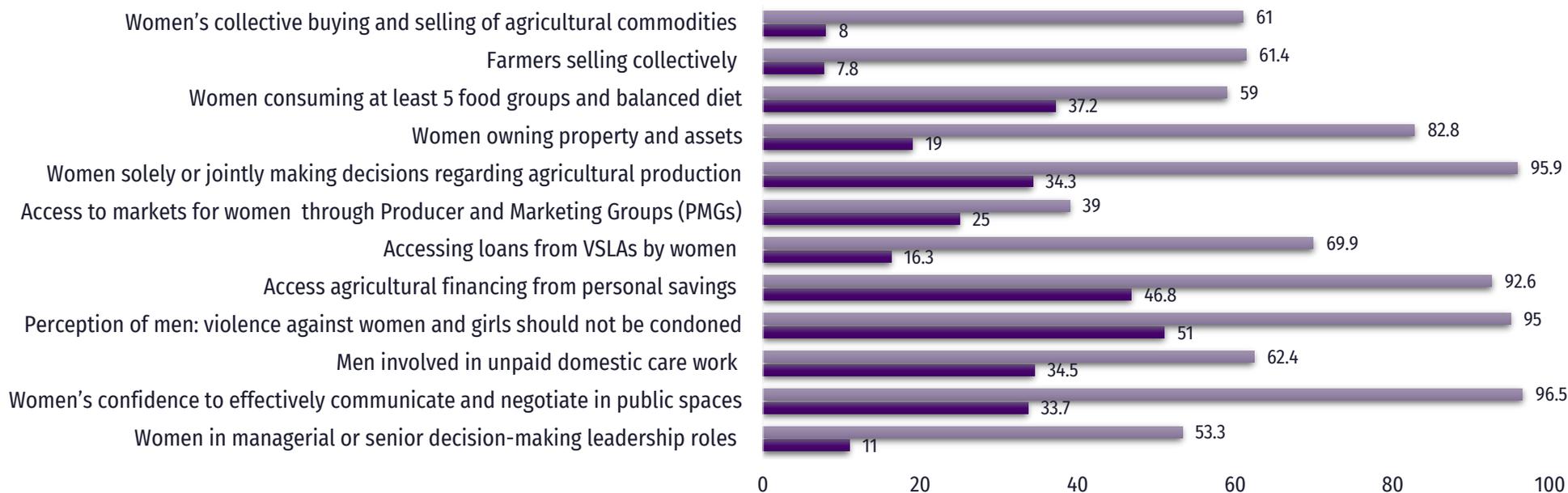
## Key Lessons

- Male political leaders just as women leaders should be trained to appreciate women leadership.
- Engage in activities that have outreach beyond the target sub-counties
- Rapport is important when working with government officials at all levels

## Comparison of Baseline and Endline study in %

■ Endline %   ■ Baseline %

Sample: 362 participants in Endline ; 365 participants in Baseline



## Stories from field

Molly Birungi, a 43-year-old farmer, tailor and mother of three in Buraro Village, Kakabara sub-county in western Uganda joined the SftW Uganda program in 2018. Through SftW, Molly is a member of a Village Savings and Loan Association (VSLA) and a Producer Marketing Group (PMG), joining forces with fellow farmers to learn and adopt improved agricultural practices for augmenting their crop yield and to market their products collectively for increased income. SftW's women's leadership training has helped Molly develop a healthy self-esteem, renewed her confidence and rekindled her aspirations. After going through leadership training, Molly was nominated to become a trainer herself. Encouraged by her community, she successfully ran for public office (District Councillor). Now, she is passionate about empowering women, mobilizing other women leaders and advocating for girls' right to an education.

***"I can now see a future where more women are doing what I and other women leaders have done. I see this is already happening in my community – women come to ask me what I have done to get where I am, and I share my experiences and inspire them to become leaders and develop themselves further. I will mobilize other women leaders to advocate for better resolutions in the District Council to have justice for cases of rape, defilement and GBV cases, and domestic violence against women."***