ROOTED WISDOM AFRICA

2025 ANNUAL REPORT

Rooted in Opportunity. Growing Lasting Change.

A future where rural Ugandan families are skilled, self-reliant, and thriving.







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Letter from the Executive Director

Dear friends,

This year, I had the privilege of returning to Uganda and witnessing something extraordinary.

I met students who are paying for their own education through businesses they built from a single startup grant. I visited women who transformed small market stalls into thriving farms that now support entire families. I walked alongside farmers who are producing more food than ever before while restoring the land they depend on.

Everywhere I went, I heard the same message: **opportunity changes everything.**

Because of your generosity, Rooted Wisdom Africa is no longer simply providing scholarships or business training—we are building pathways to long-term self-reliance. Families are increasing their incomes, children are staying in school, and communities are creating opportunities that will last for generations.

This year also marked one of our biggest milestones yet. After years of planning, securing land, and obtaining permits, we are ready to break ground on the Rooted Community Enterprise Center. This center will become a place where education, agriculture, entrepreneurship, and innovation come together to strengthen an entire region.

None of this happens without you.

Thank you for believing that rural communities already possess incredible talent, determination, and resilience—they simply need access to opportunity.

Together, we are planting seeds that will continue growing for decades.

With gratitude,

Kristy Hitchings
Executive Director



our VISION

A future where rural Ugandan families are skilled, self-reliant, and thriving.

our MISSION

Empowering rural Ugandan families through skills and income-generating enterprises.

2025 at a Glance

Education
Opening doors

250
young people received education and vocational training

96%
graduation rate

100%
scholarship students graduated

95%
ranked in the top 25% nationally

71%
plan to pursue higher education

Students receiving scholarships attended school 30% more often, gaining approximately 78 additional days of learning every year.

Entrepreneurship
Building Income & Independence

135
new enterprises launched

99%
save monthly

98%
own a business

80%
make their own business decisions

75%
report increased income

Agriculture
Growing Income & Food Security

230
farmers trained

500,000+
bundles of vegetables harvested

$220,000+
potential market value generated

Faces of Impact

Patricia

“I could have been married off, forgotten, and silent. Instead, I wear a uniform, I earn a living, and I plan for my future."

When Patricia completed 10th grade, her family viewed marriage as their only financial option. A Rooted scholarship changed her trajectory. Today she is a qualified nurse supporting herself and saving for additional education while planning to serve her local community.

Tom

"I never imagined I could do this. But now I'm building my future."

After losing both parents and dropping out of school, Tom survived through casual labor until Rooted provided a startup grant. Today his vegetable business generates a steady monthly income and is funding his dream of owning land.

Patrick

Patrick rented land, established a vegetable nursery, and used his first profits to enroll in a Building and Construction certificate program. Since receiving his startup grant, he has increased his initial investment by 173%.

Aisha

"I started with nothing. But now, I'm building something."

After being abandoned by her husband, Aisha joined the Women's Enterprise Training Program. Her small food stall evolved into a successful maize farm that generated nearly $300 in profit in one season, allowing her to expand her business and educate her children.

Claire

COVID-19 disrupted education across Uganda, forcing Claire out of school.

With a $100 enterprise grant, she purchased pigs and planted corn. Within six months she had generated enough income to return to school. Today she is funding her own education while expanding her agricultural business.

Beyond the Numbers

Lessons from Uganda

Our community is extraordinary.

Farmers and entrepreneurs consistently attended Saturday trainings while balancing farming seasons, work, family commitments, illness, and unpredictable weather.

Small investments create enormous opportunities.

One $300 grant became the foundation for a growing agricultural business and continued education.

Local leadership matters.

Our Ugandan staff bring intelligence, compassion, and deep community relationships that make lasting transformation possible.

Businesses are putting students back in school.

Graduates are using enterprise income to pay tuition and invest in their futures.

When one woman succeeds, an entire community benefits.

One enterprise grant helped launch a preschool that now serves 75 children.







Looking Forward

The Rooted Community Enterprise Center

Our vision

Create a community-owned enterprise and innovation hub where agriculture, education, and entrepreneurship intersect to build sustainable livelihoods.

Features:

- Multi-purpose classrooms and meeting spaces
- Vocational training for mechanics, tailoring, and sustainable construction
- Organic demonstration gardens
- Agroforestry and regenerative agriculture training
- Seedling nursery supporting environmental restoration
- Coffee shop and community marketplace
- Shared partnership and innovation space







Community Reach

Year one:
Support **300–500 smallholder farmers**

Five years:
Expand services to **1,000+ households**

Ten years:
Reach **7,500+ households**

Milestones Achieved

- ✓ Architecture and construction firm secured
- ✓ Development and building permits approved
- ✓ Funding secured for Phase One



Phase One (Breaking Ground)

- Classroom Block A
- Sanitation facilities
- Perimeter fencing
- Security posts
- Water storage systems
- Landscaping

Phase Two (Funding in Progress)

Goal: $203,727

- Kitchen and food systems
- Administration building
- Vocational classroom block
- Community playground
- Solar mini-grid

Financial Stewardship

Revenue

Source	Amount
Mega gifts	$97,437
Large gifts	$45,395
Medium gifts	$30,650
Small gifts	$3,098

Source	Amount
Events & other	$11,400
Grants	$56,243
Total revenue	**$244,222**

Expenses

Category	Amount
Program expenses	$79,934
US operations	$105,774
Uganda operations	$20,879
Total expenses	**$206,587**

Net Operating Result **+$37,635**

Balance Sheet

Assets	Amount
Cash	$266,826
Investments	$3,739
Total assets / net assets	**$270,565**



Leadership

Board of Directors

Laura Andes

Sarah Herzog

Deon MacMillan

Sunny Su

Daisy Hao

Dirk Lobenbruck

Ali Cervini Mull

Joanna Larsen

Michele Hives

Staff

United States

Kristy Hitchings

Uganda

Irene Kyalimpa

Gerald Mulema

Jovia Apio

Jane Agnes Najjuma



Thank You

Every scholarship awarded, every business launched, every harvest collected, and every family strengthened exists because thousands of people believe that opportunity should not be determined by where someone is born.

Thank you for investing in education, entrepreneurship, agriculture, and the extraordinary potential of rural Ugandan families.

Together, we are not simply addressing poverty—we are cultivating lasting self-reliance and creating communities where families can thrive for generations.