



Rotary Fellowship for
Empowering Women



BLOSSOM

Magazine

VOLUME 1/2023



Rotary Roses pose for a photo with Ms Sarah Kitakule during the AGM in July 2023 at Zimbali Restaurant.

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Editorial



Dear Blossom Readers,

I am delighted to extend a warm welcome to you all for the first edition of Blossom Magazine, a product of the Rotary Fellowship for Empowering Women (RFEW). This issue marks a significant moment in our journey as we continue to empower and celebrate the incredible strength and achievements of women in Rotary and worldwide.

In this edition, we are excited to bring you highlights of the Annual General Meeting in which the executive committee launched the revised and integrated Fellowship strategic plan. This strategic plan is at the heart of our mission to unite, empower, and support women on their journey towards personal and professional growth within Rotary and worldwide.

In our ongoing commitment to make a positive impact on women's health, we bring you the launch of the "Women against Cancer" initiative during the momentous Annual Rotary Cancer Run event.

Don't miss the story of one of the young entrepreneurs and women rights activists as she takes 10 questions from the Blossom team. Blossom Magazine is a platform for your stories, your achievements, and your voices. We invite you to join us in celebrating the incredible women who inspire us daily and to be part of the change we wish to see in the world.

Read on.....

WR Dianah Kagere

RFEW Director Public Relations RY 22/24.
Sonde Consulate.



Message from Red Rose



Hullo Roses! Greetings from the Executive Team.

I am sure that you are all out there blossoming and supporting women empowerment in one way or the other.

The RFEW year has started off very well with the revised Strategic Plan showing us the bigger picture and the direction in which RFEW is headed. We are looking forward to seeing all the activities that we have planned unfolding.

For the next quarter, we shall continue with our monthly fellowships on exciting topics with lively and inspiring Guest Speakers; have fun activities and networking events that will help us to bond. In October we shall have activities to mark the International Day of the Girl Child. December being the month of giving, we shall look to donate to a charity that supports women and girls with physical or financial gifts.

Let us work together to ensure that we meet our goals. Let us work together in our communities to equip them with the knowledge and skills that will reduce the barriers that are holding them back. Let us work together to support each other personally and professionally; ensuring that we have fun as we do so. Invite other people to join us. The more we are, the more impact we will have, the more lives we will be able to change and the more fun we will have.

Red Rose Dorcas Tsubira

RFEW Chairperson RY2022-2024

Sunrise Kampala Consulate.

Meet the RFEW Executive Committee RY 2022/2024

About RFEW:

The Rotary Fellowship for Empowering Women started as a District Programme of Rotary District 9211 as The Rotary Roses on 8th August 2020. It gained rapid traction because of its focus on empowering and recognizing women leaders as a major catalyst and centre of action for addressing the reality of the global challenge of marginalization that women face at all levels of society. The Rotary Roses programme gave birth to the Rotary International Fellowship for Empowering Women, registered by Rotary International on 18th June 2021.

Our Vision:

We see a Future where Every Girl and Every Woman Thrives and Leads

Our Values - the anchor and test for everything we think, say, or do:

- **Diversity** – We believe in a diverse, equitable, and inclusive culture in our membership and service.
- **Leadership** – We are leaders who apply our skills to both community challenges, and the personal development of our members.
- **Service** – We are people of action, who are passionate about changing lives of women and girls in our communities and beyond.
- **Fellowship** – We are a global association united to serve humanity through friendships, camaraderie, and professional networks.

Our Mission:

Empowering girls and women between 16 and 35 years to create impactful and lasting change within themselves, their communities, and beyond.

Meet the Executive Committee 2022/23

Fellowship Chair: Red Rose Dorcas Tusubira
Vice Chair person: WR Josephine Bichachi
Treasurer: YR Rachel Rwakatungu
Deputy: WR Tapenance Kuteesa.
Secretary: BR Steven Alusa
Deputy: YR Pamela Tumwikirize

Fellowship Advisors:

WR Helen Kaweesa –Consulates
WR Flavia Sserugo –Membership

Directors:

Membership: WR Rachel Lubowa
Deputy: WR Olga Nakatto Mugerwa

Programs:

WR Winnie Karungi
Deputy: PR Carol Bavuga

Public Relations: WR Dianah Kagere

Deputy: Diana Ariho

Partnerships: WR Kimberly Kasana.

Consulates: WR Bridget Mbabazi

RFEW Strategic Plan 23/26: A Vision for the Fellowship and Communities



"We are embarking on a transformative journey, and the strategic plan will empower Rotarians and communities alike." - Dorcas Tsubira, Chair RFEW 2021/2023.

July not only marked the beginning of a new Rotary Year under the theme "Create Hope in the World" but also witnessed an event of paramount importance for RFEW. The Rotary Roses convened for the Annual General Meeting (AGM) at Zimbali Lounge, a pivotal moment where they not only reflected on past achievements but also set the course for an inspiring future for the fellowship.

The AGM was the culmination of a series of meetings led by the Executive Committee chaired by Red Rose Dorcas Tsubira throughout the Rotary Year 2021/22. The mission was to give ample time to the Executive to review, revise, and integrate the Rotary Fellowship for Empowerment of Women (RFEW) strategic plan. This comprehensive endeavor encompassed retreats and online meetings, each moment brimming with passion and purpose. The fruit of these collective efforts is the birth of EmpowerHer Program, an innovative strategy poised to drive positive change within Rotary and communities alike.

“Our strategic plan isn’t just a document; it’s a catalyst for transformation. EmpowerHer is our commitment to making a lasting impact on gender-based violence prevention and women and girls’ empowerment,” shared RR Dorcas Tusbira.

According to the preamble of RFEW strategic plan, the revised Strategic Plan (2023/2024 – 2025/2026) was necessitated by the need to make a full transition from the programme that founded RFEW to a direction and governance structure that is fit for purpose for an international fellowship.

This plan is essentially a refinement and refocusing of the first strategic plan developed as part of the establishment of RFEW. At the operational level, documents and guidelines have been developed to guide the growth of RFEW in both effectiveness and size.

While RFEW is a Fellowship and will indeed have a major focus on fellowship activities for the members of RFEW, there will also be corresponding focus outwards, addressing the marginalization of women through empowerment activities principally for the youth (16 – 35 years). The empowerment activities will include, inter-alia, advocacy activities, mentorship programmes, training programmes, and creating business networking opportunities.

EmpowerHer: Focusing on Impactful Change

The EmpowerHer program sets an ambitious agenda, emphasizing the importance of prevention and empowerment.

“It’s not just about discussing issues; it’s about taking meaningful action”; WR Flavia Serugo, the EmpowerHer program Lead. She adds; *“Gender-based violence remains a global concern, and Rotarians are poised to make a difference. EmpowerHer aims to equip Rotarians with the tools, knowledge, and resources needed to combat this issue head-on, fostering safer and more inclusive communities”.*

Furthermore, the program underscores the economic empowerment of women, recognizing the critical role women play in communities and within Rotary. By promoting economic opportunities and financial independence, EmpowerHer will empower women to thrive, and in turn, uplift the communities they serve.

“Our strategic plan is a roadmap towards creating a more equitable world, one where hope is not just a concept, but a reality,” Dorcas Tusbira emphasizes.

As EmpowerHer takes its first steps, we eagerly anticipate the positive changes it will bring to Rotary and communities. The journey ahead is one filled with promise, as RFEW remains steadfast in their commitment to creating a world where Women Thrive and Lead.

Pictorial: Annual General Meeting



Cream Roe Rosette Nabbumba (in Pink) makes remarks during the AGM



WR Flavia Sserugo presents the integrated Strategic Plan during the AGM.



Other Roses during the meeting.



CR Rosette shares a moment with Roses at the AGM.



Keynote Speaker Sarah Kitakule makes presentation during the meeting



Empower Her:

We bring you highlights Ms Sarah Kitakule's presentation at the AGM.



Guest Speaker's Profile:

Ms. Sarah Kitakule is currently the Director/ Team Leader of the Sustainable Business for Uganda (SB4U) Platform Secretariat, an accomplished women empowerment and private sector development specialist and an active member of the women movement in Uganda and globally. In addition, she is the Chair of the Interim Board for Uganda Women Entrepreneurs Association (UWEAL), where she is known to have started the Women Investment Club (WIC) and the Girl Entrepreneurship Programme (GEP).

She is a resilient serial entrepreneur always dreaming and looking out for opportunities for a woman or girl to motivate, and believes women are stronger together.

Highlights from her presentation;

Empowerment is a subject that brings out a discussion on social norms and practices which undermine the situation and position of women and girls in society. For example, violence is seen as an appropriate method for resolving spousal conflicts, men having all the rights and exerting power over women, domestic care is for women, land belongs to men and women access it through men, persistent discrimination against girl child in preference over the sons, to mention but a few.

She mentioned that whereas all the above has been happening, the girls/women seem to be more empowered than the boys. Question is are the boys neglected? NO – why?

- They may be lacking role models

- Have absentee fathers
- Belong to broken families

What's Women Empowerment? This includes;
Women's sense of self worth

- Their right to have and determine choices
- Their right to have access to opportunities and resources
- Their right to have power to control their own lives both within and outside the home.
- Their ability to influence the direction of social change to create a more just society.

Importantly, she noted that Women Empowerment involves individual reflection leading to personal/self empowerment, where one needs to know their strengths, be aware of themselves, take control and make decisions for themselves and their best interest.

o Self-empowerment is important because;

- It can help you achieve your personal goals
- Increases self confidence; gives you strength to do things that make you happy without fear or embarrassment.
- It helps people find their own voice

Ways to empower yourself as a Woman;

- Uphold boundaries and personal space
- Speak your truth
- Surround yourself with strong women
- Surround yourself with men who are free from toxic masculinity
- Express yourself creatively
- Wear whatever you please
- Study famous strong women
- Embrace your feminine strength
- Practice self-care
- Embrace your distinct personality and be independent.
- Fight for your right
- Never stop learning
- Learn to say NO

Tips to make empowerment happen;

- Talk to others – share your experiences.
- Develop a network of qualified professionals to rely on.
- Identify your values, priorities and go for your goals.
- Obtain adequate feedback from others about necessary improvements.
- Formal leadership, training and coaching is not an option. It is a MUST.
- Do not be shy to highlight your achievements for visibility.
- Manage your time.

To achieve all the above TAKE ACTION by;

- Taking some time to think about the techniques mentioned above that are personal to you and write them down.
- Personalise the list and add things that make you feel empowered e.g. affirmations said in front of the mirror to yourself.
- Using more personal exploration since this is an on-going journey of self-discovery.
- Support and Empower others; "Empowered Women, Empower Women"
- Invest and be involved in Women-run businesses.

She concluded that personal empowerment is not a destination but an on-going journey. Therefore, let us uplift, support and help one another in this journey since we are stronger together.

RFEW Launches Women against Cancer Initiative at Rotary Cancer Run 2023



"This initiative is our collective commitment to women's health and well-being, ensuring access to vital cancer screening services and information."
RR Dorcas Tusubira -Fellowship Chair.

The Rotary Fellowship for Empowerment of Women (RFEW) made impact at the annual Rotary Cancer Run 2023 held at the Kololo Ceremonial grounds. This event marked a new chapter in RFEW's mission, as they actively

participated in the run and launched the "Women Against Cancer" initiative in partnership with the Uganda Cancer Institute, Uganda Women Cancer Support Organization (UWOCASO), and Cancer Aid Uganda.

This saw the Fellowship actively contributing to the event in multiple ways, leaving an indelible mark on the cause of cancer awareness and prevention in Uganda. Not only did they

purchase vests to support the cause, but they also generously sponsored a tent where their members could gather and engage in meaningful discussions after the run.

At the heart of the “Women Against Cancer” initiative lies a deep commitment to advocating for the prevention of women-specific cancers, including breast and cervical cancer. This vital initiative seeks to bridge the gap in access to cancer screening services for women and girls.

“We understand the importance of early detection in the fight against cancer, and our goal is to ensure that these essential services are not just available but accessible to all women and girls,” RR. Dorcas Tusubira.

The RFEW’s tent became a focal point for Rotarians, Rotary Leaders, and families during the event. Beyond providing a comfortable space for reflection and connection, the tent hosted a variety of outdoor and board games, fostering an atmosphere of camaraderie and fun. As participants flocked to the tent, representatives from Cancer Support organizations shared informative flyers about cancer, sparking meaningful conversations about the importance of cancer awareness and prevention.

“Our commitment is unwavering. Together, we can create a future where women and girls are empowered with knowledge and access to essential healthcare services, ensuring that cancer’s impact is reduced,” Red Rose Dorcas affirmed.









Meet the Roses: Aisha Ganda's passionate entrepreneurship

1. Can you tell us about your journey as an entrepreneur and how it intersects with your passion for women's rights activism?

My name is Aisha Ganda, a social entrepreneur who finds the true meaning of life through service to humanity. I am the proprietor of StartHive Africa, a social enterprise which addresses social and economic challenges faced by women and youth by designing and deploying innovative and sustainable solutions to enable them address SDGs.

We champion women's rights through our two initiatives namely;

Snacks 4 U - which adds value to agricultural products to make spices, herbal teas and healthy snacks for people with various nutritional needs. This ensures a healthy and happy lifestyle for women to thrive while they work to attain their life goals.

And the Skill Uganda campaign - a vocational skilling initiative which equips women and youth with various hands on skills as a means of fighting period poverty while they thrive. In this, we've trained over 8,000 women and youth in making:

reusable sanitary pads, baking, weaving, urban farming, book making, liquid soap and others over the past 5 years.

2. What inspired you to start your own business, and how does it align with your commitment to empowering women?

I grew up in Nsambya police barracks, where I used to witness women and girls living low quality lives even as semi literates due to poverty. As a native, I wanted a different story to unfold for me, my siblings and women in my surroundings. The page turner was when my dad, the bread winner at the time requested me to apply for a dead semester as he had to undergo a spinal surgery which rendered him financially unable to pay my tuition.

I started a hawking snacks business while I was in my first year at KIU campus which temporarily employed about 2 women at the time who assisted me in making chapatis and samosas that I learned from mum at home as she made some for breakfast which I would later sell at campus to supplement on my tuition while leaving them with something to take home. We

later modified into the current healthy snacks, spices, herbal teas and introduced a vocational skilling initiative as well.

3. In what ways does your business actively support and promote gender equality and women's rights?

We do support women's rights and gender equality through making women a priority for our vocational skilling initiatives hence bridging the knowledge gap, fighting period poverty, ensuring good health through proper nutrition and mental health advocacy and improving access to menstrual hygiene products all of which fall under SDGs 1, 3, 5 and 8.

4. Could you share a specific project or initiative from your business that has had a significant positive impact on women's lives or rights?

Through the Skill Uganda campaign, we ran a vocational skilling initiative in 2021 across the 5 divisions in Kampala where we trained over 300 women and youth in reusable sanitary pads making, baking healthy snacks, crafting and several other skills which saw a couple of women startup their own businesses while others improved their knowledge in this business.

Additionally, we have continuously partnered with rotary, rotaract clubs and other cooperate bodies in our years of existence to equip approximately 8,000 women and youth across the country in the various vocational skills within our scope a program which has had a huge impact on their growth.

5. As a young entrepreneur, what challenges have you faced in both your business and advocacy work related to women's rights, and how have you overcome them?

The major challenge I've faced is limited resources like man power, machinery and capital for expansion which limits our reach to various regions across the country.

We also train so many women who end up failing to start up their own initiatives due to the same challenges which limits attainment of the desired impact which is frustrating.

Defaulting and failure of people to pay for the vocational skilling services also limits the scope of impact and financial growth of the business. Most people want the service but aren't ready to pay for them more so provide enough resources to aid in the effective trainings for the target audiences.



Aisha as she trains youths to make reusable sanitary pads.

5. Many aspiring entrepreneurs look up to you as a role model. What advice would you give to other young women looking to start their own businesses while advocating for gender equality?

I advise them to start now regardless of their financial status, skills and resource as I exemplary started with 20k capital while at campus. Many people who have half their potential are doing amazing things so they should stop self-pitying and do something about their lives to impact humanity while they thrive. They should look for work not jobs as there's a lot of need for social enterprises in communities.

7. How do you balance the demands of running a successful business with your activism and advocacy efforts for women's rights?

I run a social enterprise, so I have the support of the synergies and various networks I belong to which makes it easier to run business on a daily basis. I've realized that having people in forms like colleagues, mentors, friends and acquaintances is key to enabling anyone attaining their goals as they step in for you whenever you're falling short.

8. What role do you believe technology and digital platforms can play in advancing the cause of women's rights and gender equality?

My business is majorly online based so I would vehemently say, digital platforms are crucial in enabling enterprises and organizations publicize their works since they're a cheaper option with huge accessibility globally.

It's also a tool for tremendous opportunities for people who are running careers in women rights and gender equality activism.

9. Are there any particular women's rights issues or initiatives that you are especially passionate about and working on currently?

Yes. I'm working on ensuring increased access to menstrual products for all school going girls and community women through trainings in handmade reusable pads making and provision of herbal teas for women who struggle with infections and cramps.

Additionally, I'm championing the fight against period poverty through the various vocational skilling programs which require minimum capital to start a business.

10. Looking to the future, what are your long-term goals and aspirations for both your business and your work in women's rights activism?

I look forward to a day when all girls can healthily and safely stay in school with all the basic needs they require.

I also look forward to seeing more women heal from the various ailments they battle with throughout their lives most of which affect their reproduce system.

Finally, I look forward to seeing more women and youth championing the attainment of SDGs through showing up and engaging in various economic development programs

11. How can one find you?

Social media handles:

@snacks4u on Facebook Twitter and Instagram.

Personal: @AishaGanda on Facebook Twitter Instagram and LinkedIn.

Contact:0704525714

Blossoming

RFEW congratulates the following Roses for the achievements and appointments:



Cream Rose PDG Rosetti Nabbumba appointed to BUCADEF Board.
This is her message to Roses following her appointment.

“Good afternoon to you dear roses. Having concluded my tour of duty elsewhere, I am glad to inform you that I have received an appointment from Owekitiibwa Katikiro Peter Mayiga to serve on the board of Buganda Cultural and Development Foundation (BUCADEF) for three years. The board will be inducted by Oweekitibwa Katikiro on 3rd October 2023 at Bulange. I am humbled to serve my king and contribute to the development of my motherland. Rosetti.



In July 2023, White Rose Mercy K. Kainobwiso (With a yellow cap), the Registrar General of the Uganda Registration Services Bureau was elected as the Vice Chair of the General Assembly of the World Intellectual Property Organization (WIPO) during its 64th series meeting in Geneva –Switzerland.



On 3rd October, White Rose Flavia Serugo and her husband celebrated their 24th marriage anniversary. We celebrate you and wish you a blissful marriage.

Business Corner

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Beauty Care

OUR SERVICES:

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- Body Scrubs
- Facials
- Waxing
- Steam and Sauna
- Packages for Couples & Birthdays

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Suits & Gowns

We also deal in all Gents, ladies & children apparel;

- ▶ Casual wear
- ▶ African wear
- ▶ Children wear
- ▶ Under wear
- ▶ Accesories

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FLOWERSTAR MANAGEMENT

FlowerStar
MANAGEMENT

Our Services

- .EVENTS PLANNING
- .USHERING SERVICES
- .GRAPHICS & DESIGN
- .WINES AND SPIRITS
- .GADGETS & MANTAINANCE
- .ENTERTAINMENT SERVICES
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- √ Adult Day care
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 ■ Website: www.goldenagehomesug.org

Upcoming events

Rotary 
District 9213
District 9214

 CREATE HOPE
in the WORLD

INTERNATIONAL
FELLOWSHIPS MEET
AND GREET

MEGA BLOOD DONATION

25th November 2023

Save the Date

Rotary  Mengo Hospital
Rotary Blood
Bank Program



Organised by the
District Fellowships Committee





SAVE THE DATE

VENUE
MUNVONVO SPEKE RESORT

DATE
18-20 APRIL 2024

REGULAR REGISTRATION
FOR ROTARIANS: \$250 | FOR ROTARACTORS: \$150
DEADLINE: 28TH FEB 2024

LATE REGISTRATION
FOR ROTARIANS: \$300 | FOR ROTARACTORS: \$200
DEADLINE: 15TH MAR 2024

EARLY BIRD REGISTRATION
FOR ROTARIANS: \$200 | FOR ROTARACTORS: \$120
DEADLINE: 31ST DEC 2023



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Hope Uniting Hearts

Speke Resort
Munyonyo

24th - 27th
April 2024

Early Bird Registration

Rotarians - USD 200
Rotaractors - USD 120

<https://dca.rd9214.org/>



