



RAISING THE VILLAGE

MODEL OF CHANGE



RAISING THE VILLAGE

Raising The Village (RTV) is a non-profit organization focused on ending extreme poverty by eliminating immediate barriers of scarcity, nurturing income-generation activities and building local capacity, while moving communities toward economic self-sufficiency.

OUR WORK BEGINS WHERE THE ROAD ENDS

RTV works through a collaborative, human-centered design approach with a one-time investment model prioritizing “last-mile” villages in Sub-Saharan Africa. We currently operate in South-west and Eastern Uganda and strive to create a scalable model of change, where skills and knowledge-transfer between neighbouring villages replicates impact and amplifies RTV partner village outcomes.

RTV’s mandate is to present lasting, scalable solutions which support rural populations affected by extreme poverty, while recognizing the finite amount of resources available for poverty alleviation.

A portrait of Shawn Holden Cheung, a man with dark hair, smiling, wearing a light-colored button-down shirt. The background is a textured, warm-toned surface.

OUR HISTORY

Shawn Holden Cheung founded Raising The Village in 2011 after his experience working with a community-based micro-finance organization in Uganda. During this time, he had the opportunity to interact and partner with many rural households and individuals living in extreme poverty, learning their perspectives on development and existing funding challenges.

OUR COLLABORATIVE APPROACH

Raising The Village works collaboratively with district and local level government agencies, along with community leaders, to identify underserved villages which lack services and are unable to acquire basic goods but are eager to improve their own lives.

WORKING WITH LOCAL GOVERNMENTS

The early and consistent engagement of local government allows us to integrate into their development plans for the area, supporting their vision and facilitating a seamless transition of the project at the village, sub-county, parish and district levels of leadership. We understand the engagement and development of a mature government is the best way to support sustainable regional development.

At the district level, the Chief Administrative Office lends technical staff and resources to supplement training, communication, and stakeholder buy-in. Specific partnerships include the Water Board, Agriculture Board, Engineering Office, Health Centres, and most importantly the District Community Development Team. Additional partnerships in the field focus on engaging service providers outside of our current knowledge set who share an interest in supporting remote communities through services and effective programming.

PARTNERING WITH LOCAL COMMUNITIES

Our programs have a strong emphasis on community engagement and empowerment of “last-mile” villages. Once a village has been identified, the community undergoes a thorough assessment, which examines need, readiness, community commitment and the presence of strong social leadership.

Each project is designed to specifically address the needs and priorities identified by all members of the village. Project designs are reviewed, discussed, and revised until they are agreed upon and approved by the community.

The community elects committees to oversee the implementation of programs, while the local RTV project officers provide facilitation, project management, training, and capacity building. Community members commit resources and provide ‘sweat equity’ during the design phase to ensure the project through to completion. Implementations occur over a period of 6-8 months in a sequence creating the highest degree of success.



ABOUT UGANDA

Uganda is a landlocked country in East Africa. It is bordered by Tanzania and Rwanda to the south, Democratic Republic of Congo to the west, South Sudan to the north, and Kenya to the east. Uganda's recent history includes civil war, and the HIV/AIDS epidemic, while today, the country continues to face major economic hurdles. Uganda has the world's youngest population with a median age of 15, which is projected to reach 130 million by 2050.

Our efforts are primarily focused in the Kisoro District, which is situated in the southern region of Uganda bordering the Democratic Republic of Congo and Rwanda, where access has been a challenge, limiting rural populations' access to basic necessities, fundamental services, and future opportunity.



POVERTY

38%

of the population, **over 14 million** men, women and children, live below the global extreme poverty line of \$1.25 per day. **Uganda's ultra poor live on as little as \$0.10 per day** and with many residing in remote, "last-mile" villages.

CHILDREN

57%

of the population is below the age of 18. **55% of children** ages 0 to 4 live in poverty with **24% in extreme poverty**. Education and work opportunities are needed for the prevention unmanageable stress on Uganda's social and economic system.

WOMEN

110 / 146

Uganda ranks **110 out of 146** in the Gender Inequality Index. Ugandan women do not have equal rights, particularly surrounding land ownership and marriage. Continued inequality means the economic potential of half the adult population remains untapped.

WATER

29%

9 million people, 29% of the rural population, do not have access to safe water. The UN declared access to 20 litres of safe water a day a basic human right. **23.3 million people**, 66% of the rural Ugandan population need access to sanitation facilities.

AGRICULTURE

75%

Women contribute 75% of agricultural production. Agriculture is a core sector of Uganda's economy. Subsistence farmers lack the capacity and infrastructure to increase production and reduce pests and disease. Household-level production often falls short of minimum household needs, rendering families particularly vulnerable to food insecurity.

A woman in a yellow and black striped shirt and a colorful patterned wrap is working in a field. She is barefoot and holding a wooden hoe. A baby is strapped to her back in a yellow and orange wrap. The background is a lush green field.

THE RTV MODEL

Our goal is to end extreme poverty by increasing household incomes from as low as \$0.10/per day to \$1.25/day within a 24 month timeframe. Our one-time investment programs take a three-phase approach ensuring sustainable growth and lasting results without the need for supplementary or ongoing aid.

1

SECURE

REMOVING IMMEDIATE BARRIERS OF SCARCITY

We start by ensuring that the basic human needs of food, water, and healthcare are met. For many villagers, there is only enough food for one meal a day. They spend an average of 4-6 hours per day to access safe water supplies. Few will visit a health clinic before dire health conditions threaten their lives.

By increasing access to vital resources such as water, healthcare and food security, community members are able to focus on income generating activities, learning new concepts, and planning for their futures.

2

IMPROVE

DEVELOPING DIVERSE INCOME GENERATING PROJECTS

Most villages we work with lack the resources and knowledge to move beyond the mono-culture of subsistence farming. We introduce new agricultural techniques, crop varieties, livestock, co-operative farming groups, and Village Savings & Loan Associations to broaden their income potential. We specifically target income opportunities for women, youths, and OVCs (orphans and vulnerable children). All these initiatives allow communities to progress beyond survival and lay the foundation for future growth.

3

SUSTAIN

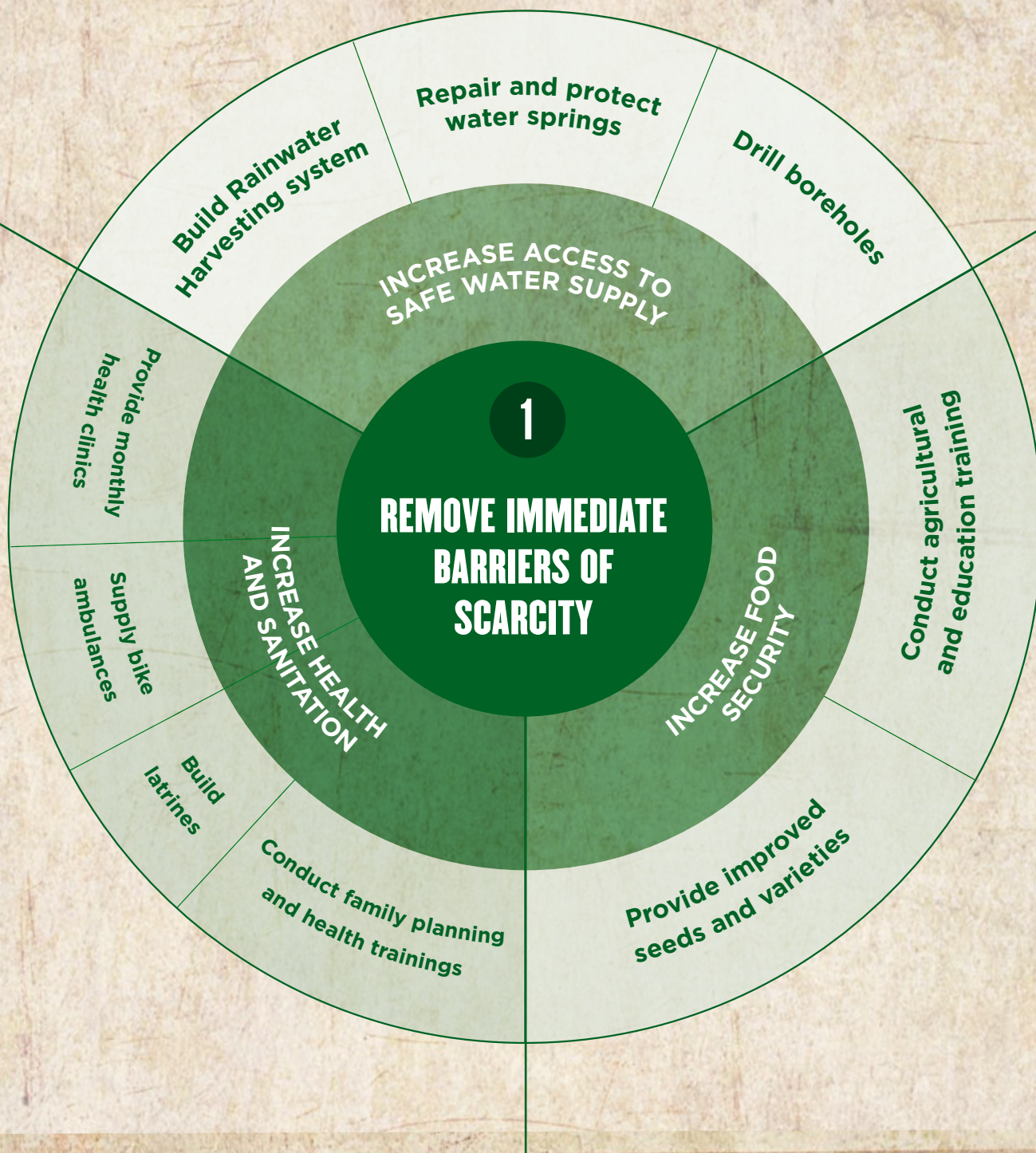
BUILDING LOCAL CAPACITY AND COMMUNITY ENGAGEMENT

Once project implementation has begun, training in the areas of leadership, financial literacy, and health management are conducted to provide the villagers with the knowledge and resources they need to sustain the projects.

The 'keys' to the project are handed over to the community, symbolizing independence, ownership and accountability. The RTV team continues to provide additional training, coaching, monitoring and evaluation of project impacts on a monthly basis over the next 16 months to ensure sustainability. Counsel to community challenges is also provided over this time before transitioning to quarterly visits. By the completion of the implementation period, it is expected programs will already have resulted in dramatic impacts, triggering continued growth in future years.



SECURE



OUTCOMES

INCREASE PRODUCTIVITY

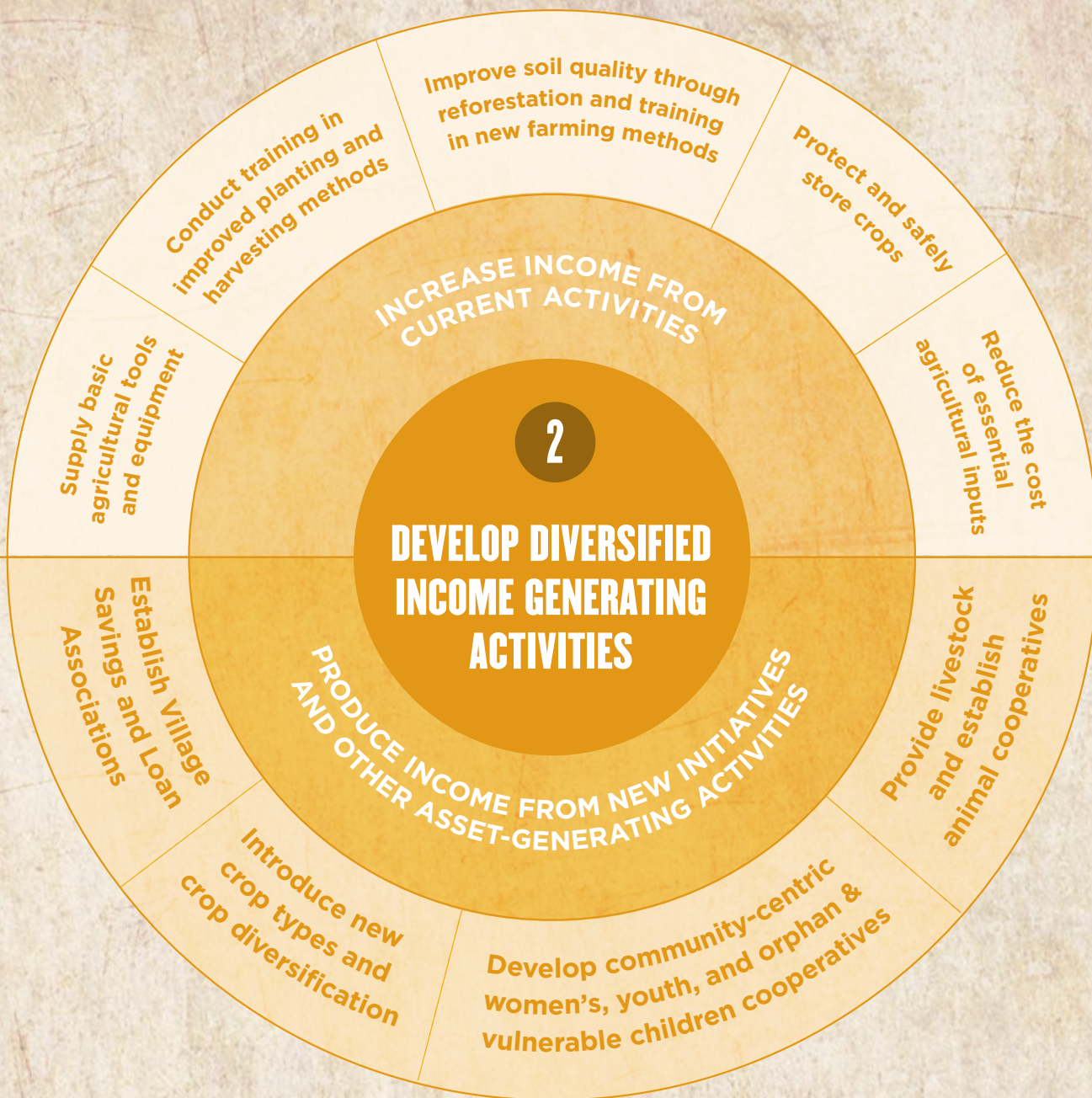
- Significant reduction in water collection times allow children to attend school, and adults to focus on household and income generating activities
- Significant reduction in the number of people and time required for ambulatory transport

IMPROVE HEALTH

- Improvement of nutrition through food security and crop diversity
- Increase in daily water consumption
- Decrease in rates of illness, water borne diseases, and child mortality
- Reduction in safety risks for women and children associated with long travel routes
- Increase accessibility of medical treatment



IMPROVE



OUTCOMES

INCREASE WEALTH

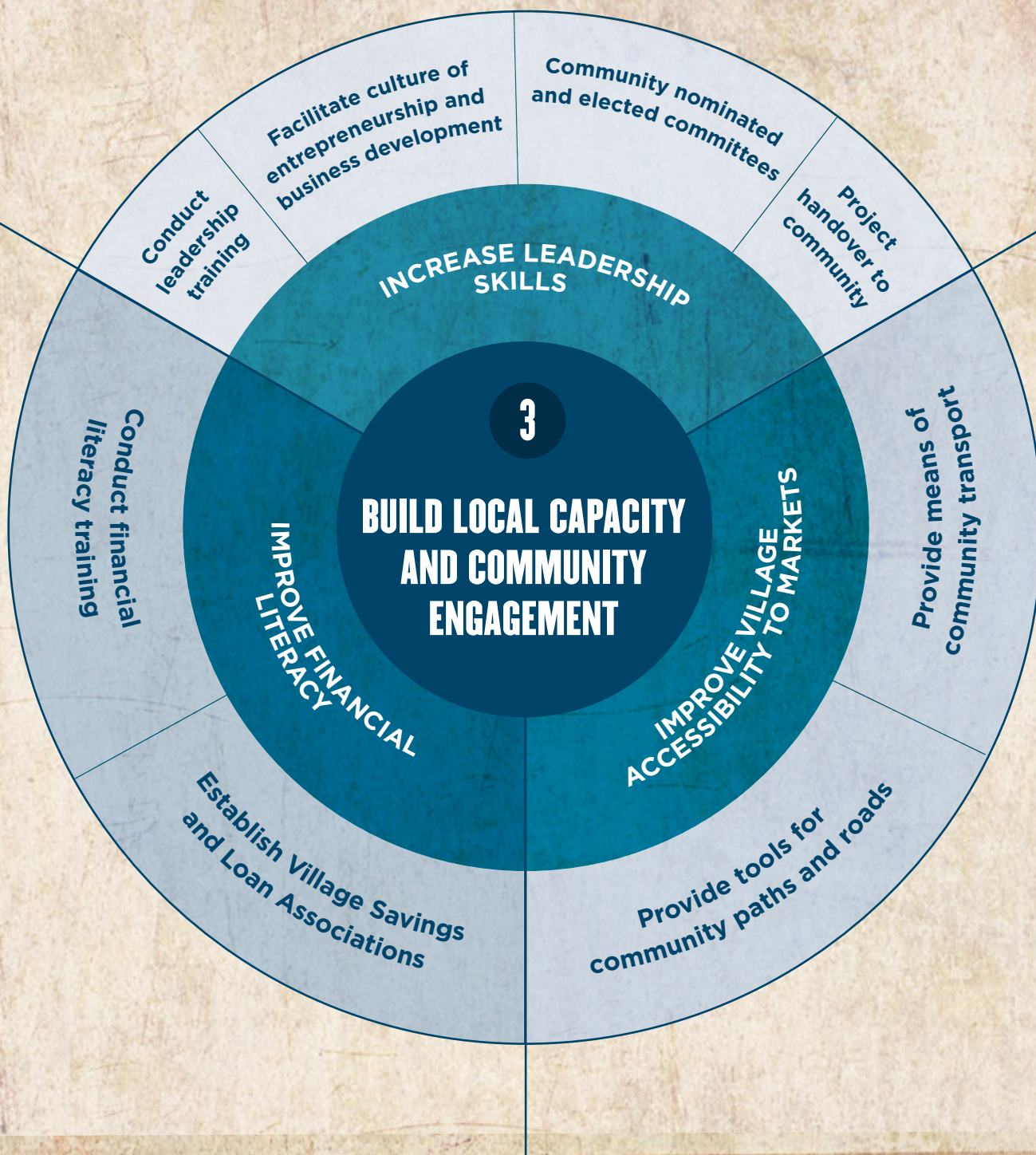
- Improve quality of life beyond the limitations set by extreme poverty
- Establish savings and assets for emergencies and future investment opportunities
- Increase in school enrollment as families are able to pay tuition

INCREASE OPPORTUNITIES

- Acquisition of leadership and entrepreneurial skills by women, orphans and vulnerable children
- Reduction in gender disparity and consolidation of earnings by sex and age
- Youth empowerment activities and the slowing of rural-urban migration



SUSTAIN



OUTCOMES

INCREASE SELF-SUFFICIENCY

- Community able to operate, maintain, repair and expand projects
- Community members are able to advocate for themselves and seek out growth opportunities

INCREASE CAPACITY

- Ability to identify and meet market demand
- Access to local and outside markets
- Establish co-operative group supply and leverage in negotiations with middle-men and other buyers



OUR MODEL OF SCALE

Although each village is unique, they share similarities in their social makeup and structure with other communities throughout Uganda, including culture, environment and livelihoods.

Through census data we know that the vast majority of knowledge of new agricultural methods, seed varieties and innovations travel through peer-to-peer, farmer-to-farmer interactions.

These village-to-village interactions are most influential in affecting change in “last-mile” villages where the use of mobile phones is still limited and foot traffic crisscrosses through neighbouring villages in order to access roads, shared modes of transportation and local markets.

By identifying and partnering with communities that demonstrate social leadership through natural connectedness and influences, our projects have a profound impact on neighbouring villages through the spreading of ideas, best practices and healthy norms.

By creating effective programs and trainings that are visibly successful and easily communicable and adoptable, we aim to compound the impact of our projects by leveraging existing communication networks. Ultimately, based on regional cluster improvements consisting of targeted and intentional programming, we aim to engage entire regions in the local and global marketplace by creating marketplace destinations for buyers. Thereby creating sustainable economic growth and the foundation for remote and ultra-poor communities to engage and escape the cycle of extreme poverty forever.



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