



# Strategic Plan

2024-2027



# Who We **Are**

## Our Vision

A Uganda where intersex persons are respected, supported, and empowered to live fulfilling lives, free from stigma and discrimination.

## Our Mission

To empower intersex persons in Ankole region through advocating for their health, wellbeing, and rights by creating awareness about intersex needs through impactful media campaigns and community engagement, conducting research and documentation while fostering social support and economic empowerment.

## Goal

To establish a network of comprehensive health services accessible to rural intersex individuals, including case identification, referrals, and psychosocial support, while concurrently conducting impactful media campaigns and community outreaches to raise awareness of intersex issues and rights in Uganda.



# Objectives



## Promoting Access to Comprehensive Health Services

**Development of Tailored Health Services:** Collaborate with healthcare facilities, NGOs, and government agencies to design and implement health services tailored to the specific needs of intersex individuals in the Ankole region. This includes regular health check-ups, hormone therapy, surgical interventions, and mental health support.

**Strengthening Referral Systems:** Establish efficient referral systems to ensure intersex individuals receive appropriate care and support. Train healthcare workers and Village Health Teams (VHTs) on identifying and referring intersex patients to specialised services.

**Psychosocial Support Networks:** Establish support groups and counselling services for intersex individuals and their families to address psychosocial challenges and promote mental wellbeing.

## Advocating for Intersex Rights

**Media Campaigns:** Develop and implement impactful media campaigns both online and offline to raise awareness about intersex issues and rights. Utilise storytelling, testimonials, and expert interviews to humanise the experiences of intersex individuals and challenge societal stigma and discrimination.

**Community Engagement:** Conduct community outreach programs in rural areas of the Ankole region to engage with local communities, religious leaders, and policymakers. Organise workshops, seminars, and awareness events to promote understanding and acceptance of intersex persons.

**Strategic Partnerships:** Forge partnerships with key stakeholders including government agencies, NGOs, human rights organisations, and religious institutions to advocate for legal reforms, policy changes, and institutional support for intersex rights.



# Objectives

## Contribution to Knowledge Base

**Research Initiatives:** Conduct research studies and documentation efforts to generate empirical data on the experiences, challenges, and needs of intersex persons in the Ankole region. Collaborate with academic institutions, research organisations, and international partners to ensure rigorous methodologies and ethical standards.

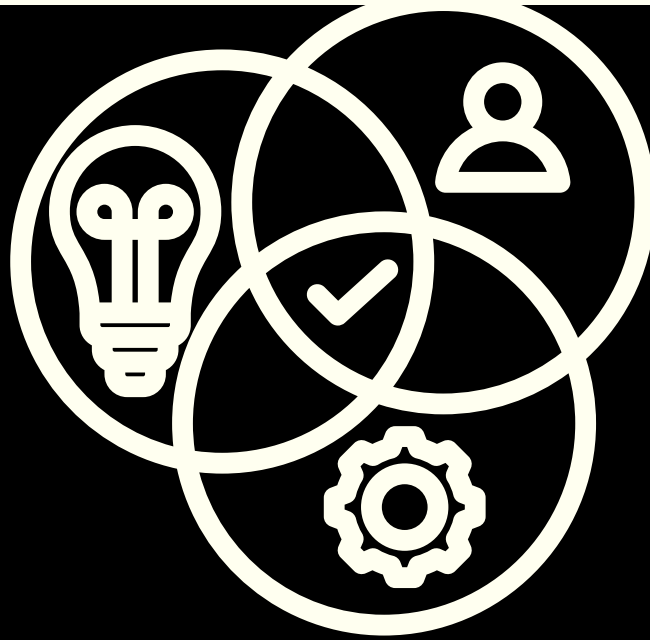
**Knowledge Sharing:** Disseminate research findings through publications, reports, conferences, and seminars to inform policy-making, academic discourse, and public awareness campaigns.

## Empowering Intersex Individuals

**Economic Empowerment Programs:** Implement vocational training, entrepreneurship initiatives, and income-generating activities to enhance the economic autonomy and self-reliance of intersex individuals. Provide access to microloans, startup grants, and business mentorship programs.

**Sexual and Reproductive Health Education:** Conduct comprehensive sexual and reproductive health and rights (SRHR) training and sessions for intersex individuals, focusing on informed decision-making, contraceptive options, family planning, and prevention of sexually transmitted infections (STIs).

**Community-Led Conversations:** Facilitate community dialogues, support groups, and peer-to-peer mentoring sessions to empower intersex individuals to advocate for their rights, challenge stereotypes, and build resilient communities.



## Capacity Building & Organisational Development

**Internal Systems Strengthening:** Develop robust internal systems and governance frameworks to ensure organisational efficiency, transparency, and accountability. This includes financial management, human resources policies, program monitoring, and evaluation mechanisms.

**Staff Development:** Provide ongoing training and professional development opportunities for staff members to enhance their skills, knowledge, and competencies in areas such as project management, advocacy, research methodologies, and intersex rights.

**Strategic Planning:** Develop a comprehensive strategic plan outlining clear goals, objectives, strategies, and performance indicators for the organization's growth and sustainability. Engage stakeholders, board members, and staff in the strategic planning process to foster ownership and alignment.

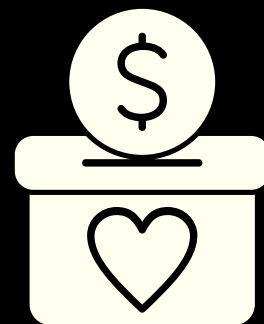
**Diversification of Funding:** Explore diverse funding sources including grants, donations, corporate sponsorships, social impact investments, and earned income streams to reduce dependency on donor support and ensure financial resilience.

**Security Measures:** Implement security protocols and risk management strategies to safeguard staff, beneficiaries, and organisational assets from potential threats, including physical harm, cyber-attacks, and legal challenges.

# Objectives



# Fundraising strategy



## Grant Writing and Applications

Assign a dedicated team member or hire a grant writer to research and identify potential funding opportunities from government agencies, foundations, and international donors.

Develop compelling grant proposals that clearly articulate the organization's mission, objectives, activities, and expected outcomes.

Ensure compliance with grant requirements and deadlines, and maintain regular communication with funders to provide updates on project progress and impact.

## Corporate Partnerships and Sponsorships

Cultivate relationships with corporate entities, businesses, and private donors who align with the organization's mission and values.

Explore opportunities for corporate sponsorships, cause-related marketing campaigns, and employee giving programs to secure financial support and in-kind donations.

Offer visibility and recognition to corporate sponsors through branding opportunities, event sponsorships, and media exposure.



## Individual Giving and Donor Engagement

Launch fundraising campaigns targeting individual donors, supporters, and community members through crowdfunding platforms, online appeals, and direct mail solicitations.

Develop personalised donor stewardship strategies to cultivate long-term relationships and foster donor loyalty. This includes thanking donors, providing regular updates on program activities, and inviting them to participate in special events or volunteer opportunities.

## Special Events and Fundraising Activities

Organise fundraising events, such as charity galas, benefit concerts, and auctions, to mobilise support and raise funds for specific programs or initiatives.

Leverage social media and digital marketing channels to promote events, sell tickets, and engage with supporters online. Encourage peer-to-peer fundraising and crowdfunding campaigns to expand reach and maximise donations.

## Legacy Giving and Planned Giving Programs

Establish a legacy giving program to encourage supporters to include Voice of Togetherness in their estate plans, wills, or bequests.

Provide information and resources on planned giving options, such as charitable trusts, annuities, and life insurance policies, to facilitate charitable contributions and leave a lasting impact on intersex rights advocacy.



# Fundraising strategy

# Monitoring and Evaluation

Develop a monitoring and evaluation (M&E) framework to track progress, measure impact, and identify lessons learned.

Establish key performance indicators (KPIs) and data collection tools to systematically collect, analyse, and report on fundraising efforts and financial sustainability.

Conduct regular internal evaluations and external audits to assess the effectiveness of fundraising strategies, donor engagement activities, and revenue generation initiatives.

Solicit feedback from donors, supporters, and stakeholders to inform ongoing improvements and refinements to the fundraising strategy.





Kukoba Quarters, Mbarara City  
Mbarara, Uganda.



+256 703767489  
+256 783806250

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