



Join Us In Empowering
The Next Generation





A message from the Team Leader



The Career Imagination Program (CIP) launched in Uganda in 2012, following a realization that the country's existing education system was not effectively equipping youth with the relevant practical skills needed in today's job market. Uganda currently has the youngest population in the world with an estimated 78% of the population aged below 30 years. Levels of unemployment are extremely high. Large numbers of young people fail to finish formal education, and many university graduates struggle to find gainful employment after completing their studies. CIP works with youth aged 11 - 15 within the Central Region of Uganda, and focuses on addressing the country's escalating skills gap.

The Career Imagination Program has come a long way since launching in 2012. We currently work with 12 schools within Central Uganda, and over 10,000 students have directly benefitted from practical skills training during our first three years of operation. Due to the success and popularity of our practical skills sessions, and the positive feedback we've received from teachers and students we are continuously expanding the CIP model. 2015 has seen us increase the number of schools that we partner with, as well as the number of training sessions offered to students. The CIP model is a simple one, but its success has shown that it is possible to make a positive difference to the lives of young individuals through enabling them to develop relevant practical skills that enable them to maximize their potential.

The next few years promise to be exciting ones for CIP Uganda with the organization continuing to have a positive impact in the communities we serve. Despite a backdrop of logistical disturbances, our organisation continues to move forward and we fully expect to reach our target of impacting 40,000 students and youth this year alone.

We thank our board of directors, sponsors, volunteers and all those who have played an invaluable role in the progress of CIP thus far, and hope for additional sponsors and volunteers who may become involved in our crucial work through any of the programs listed in this brochure.

We look forward to you joining us in our efforts to empower the generation of tomorrow,



Jonan Kato,
Founder, CIP Uganda

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Board Membership

The future of CIP Uganda is bright and as a board member of CIP Uganda, one leads the growth of this important private sector movement, assisting in setting the direction it takes along with the other CEOs and business leaders.

Members of the board become ambassadors both within their own organizations and the business community at large; mobilizing corporate volunteers and financial resources to foster sustainability, awareness and growth. Board members not only help provide CIP with volunteers from their base of employees, but are also offered the opportunity of direct corporate sponsorship to any of the various CIP projects, in order to enhance the given programme's impact and success.

The prestigious Board members are as seen below



Johannes de Geus
Senior Advisor
Schouten & Nelissen



Kiiza Benjamin
Editor Hansad
Parliament of Uganda



Prof. Jorge Cardoso
Founder EduCrescer



Jonan Kato
Founder, CIP



Katie Acheson
Managing Director
Youth Action



Joseph Kigozi
CEO, CIP

Fundable Programs

Schools and Student Sponsorship

1) Adopt & Skill A School

Adopt & Skill a School is the first holistic partnership approved by the Ministry of Education between the adopting company, CIP Uganda, and the adopted Public School. School adoptions are launched through well publicised events with a media presence, hence offering fantastic benefits for the adopting company as well as the students with brand loyalty being built in the school and its wider community.

Students benefit not only from the provision of CIP curriculums of the adopter's choice, but also from school facilities and infrastructure which adopting companies update and improve. As part of adopting a school, the adopting company **MUST** work on the following four pillars:

1. Provides CIP curriculum to students each semester, this should be delivered by the company's employees to ensure a personal relationship with the students (or CIP trainers if volunteers are not available).
2. Provides training to teachers to equip them with interactive teaching methods, communication skills and sustaining and multiplying impact.
3. Assesses the school facilities and upgrade them to provide a better learning environment.
4. Builds a community supportive of education through awareness programs for parents.

The aim is to provide one topic throughout the school year to ensure an increase in the value of learning and understanding the curriculum. Students will be asked to take part in various activities and mini competitions as part of CIP's interactive teaching method.

The number of students varies based on the school the company decides to work with.



Sponsor A Skill Curriculum

In 2015-2016 CIP Uganda hopes to reach more than 40,000 students by expanding the number of schools and classrooms in which we work.

Sponsoring a skill curriculum is a great way to help us attain this goal, assisting in either the printing of enough curriculums or in the development and adaption of new ones.

Sponsors receive branding on the outside of the kit that is handed to the volunteers, which are carried by the volunteers, as well as on the inside of each teacher's guide and student's workbook.

Current curriculums eligible for sponsorship are as follows:

ICT Skills

Length 10 Sessions

Target Age High School

of students 10,000

The course revolves around the identification and development of ICT gifted talent and skills. Students are guided in examining how their ICT skills can be applied in the workplace, whilst also practicing their skills in a variety of activities, including mock job interviews. The training involves graphics designing and animation, coding and app development video editing, live broadcast TV software lessons, brogging and social media management.

Our Environment

Length 7 sessions

Target Age High School

of students 16,000

The course aims to raise environmental awareness in order to bring about a shift in student attitudes. Participants are taught about reuse and recycling and are encouraged to commit themselves to more sustainable living. Notions of intergenerational equity are emphasized throughout, with the hope of environmental issues remaining at the forefront of student's minds as they go about their business ventures.

Personal Life Planning

Length 11 sessions

Target Age 13 - 20

of students 15,700

Introduces youth to knowledge, attitude and skills to successfully meet the challenges of adolescence and young adulthood and enhances their self-esteem and competency.

We also train the youth in assertiveness, personal effectiveness, Time management, communication, leadership, change management creativity and innovation and project management.

One of our founders at Schouten & Nelissen Advises on this program.

Financial Literacy

Session Length 8 sessions

Target Age 13 – 22

The course shall present to students the importance of financial discipline and the benefits of developing financial skills to both their professional and social lives. During the course, good banking and financial markets information shall be highlighted and discussed whilst being practised through a specially designed project scheme. The project which shall be supervised by private sector volunteers shall have the added benefit of focusing on local communities, with students given the chance to make a positive impact in their respective neighbourhoods. The programme promises to be immensely successful and shall be available to both school and university students eventually.

Innovation Camp

Session Length 1 day

Target Age 16 – 21

of students 50 students/ session

I-Camp is an intense one-day workshop, where students are divided into teams that compete against each other through a set of educational activities and recreational games, in order to collaboratively address a specific business challenge to which they have to propose a solution within a very limited time and come up with ideas which would solve the

challenge. The students will have the possibility to foster an understanding of the business world and a spirit of entrepreneurship through the principle of “learning by doing”.

3) Sponsor A One Day Course

We also facilitate the funding of one day courses in exciting and highly visible programs accredited to the sponsors from start to finish.

CIP in a Day

By condensing an entire CIP course into 1 full day, CIP in a day transforms an ordinary school day into a fun, interactive and intellectually stimulating day of learning. Approximately 240 students are taught simultaneously in a number of classrooms, with sponsor branded giveaways being distributed to the students and teachers as well as an in-kind gift to the school upon completion of the day.

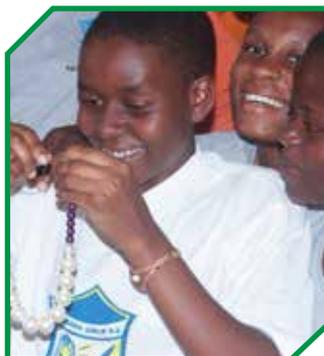
The Entrepreneurship Master Class

Session Length 1 day

Target Age 16 – 21

of students 20,000

The Entrepreneurship Master Class (EMC) is a 1 day camp that identifies key entrepreneurial skills and encourages students to think about starting their own business as a career option. This is achieved by introducing students to successful Egyptian entrepreneurs who started in similar positions. Through the presentation and the interactive workshop and the lively discussion held, EMC inspires and challenges students into starting their own business. The day also includes important information on Ugandan organizations that assist business start-ups as well as general advice on where to go for financial, legal or technical advice.



4) Sponsor A Competition

Young Entrepreneurs Dare To Dream Competition

Dare to Dream represents a fantastic opportunity for high school students to develop their own business ideas within a framework of guidance and support. Throughout the school year, students are lead through the key areas of business by expert mentors who help them create innovative new products. The program culminates with the Competition Phase; a judgement of these products by some of Uganda's leading managers who provide the teams with valuable feedback and advice. Though participants are supported throughout the process they are encouraged to take their own initiatives, developing a broad set of skills including but not limited to; product design; marketing, such as through social media; fundraising; presentation technique and teamwork.

All competitions result in students presenting their ideas to an esteemed panel of judges, which usually consist of CEO's and Senior Managers of successful companies throughout the country. After doing so, they are given constructive feedback, where students can learn of their strengths and weaknesses and gain a better understanding of how to further develop their products.

A) Private Schools Competition

Injaz provides this opportunity to private schools as an extra-curricular activity. Within the year students are expected to create a viable product/service that will be a unique addition to the current market. Each school can have more than one team participating in the competition. An important aspect of the program is the social impact of the product/service, with students frequently striving to create goods with a social dimension. Notable past examples include stuffed toys to raise awareness on endangered species, and an air conditioning gadget designed to be significantly cheaper and more accessible for the wider community.

After the year is over and students have taken part in all of the trainings and received guidance from their mentors, they are expected to present their ideas to a panel of judges. Winners are presented with awards.

B) Vocational Schools Competition

CIP provides vocational students, both high school and technical university students, with an opportunity to showcase their exceptional talent and expertise. Vocational schools are skill based, where girls are more prone to be exposed to sewing, painting, and creating leather products, whereas boys are taught carpentry and mechanical skills and much more.

Over a period of an academic year, students are exposed to all the necessary trainings and guidance, while creating a product/service. Teams from vocational schools and technical

colleges gather in one place to present their ideas to the panel of judges. There are three winning teams at the end of the competition. Winning teams are rewarded a cash prize to help them start their winning business idea. Four teams, two from a vocational school, and two team from a technical college are rewarded the same amount. Whereas, the first prize winners from each sector receives a 500,000 ugx. award and the second prize winners from

start up their own business if they want to.

The teams are divided into 2 rooms presenting the idea and the concept of their product/ service to a panel of judges as well as the stages of implementation and where they see their company in the future. Receiving feedback from the judges is an important stage in the competition where they learn their strengths and weaknesses. Four teams are announced winners, amongst is the Best Company.



Event sponsorship

CIP Uganda also offers opportunities to sponsor a number of our highly attended and press-covered events. These represent fantastic chances to receive extensive visibility on-site and in all publications and materials created for the day.

1) Teacher Training And Award Ceremonies

Public school teachers often lack access to professional training in up to date teaching methods, presentation and communication skills, as well as lacking knowledge on market needs, work readiness and entrepreneurship. CIP trainers introduce teachers to these concepts in an interactive setting with the hope of inspiring them to in turn inspire their students.

To encourage teachers to stay passionate after the training ends, the best teachers and best schools in each school district are formally recognized and awarded during a ceremony at the end of the year, in cooperation with the Ministry of Education.

2) The Annual Volunteer Recognition Ceremony

CIP has been fortunate enough to have worked with many volunteer mentors, who have come from all kinds of business backgrounds, representing dozens of private companies in Uganda.

Not only are they Uganda's brightest entrepreneurs and professionals, they also all hold a social conscience which has meant dedicating hours of their time each year to inspire the next generation.

Each year we recognize the achievements of our volunteers and their companies and give them a chance to meet each other and share experiences. Each volunteer also receives a certificate from CIP.



3) The Annual CIP Student Alumni Networking Event

CIP alumni often graduate from our programs to begin their own ventures, gaining top level professional experience and ultimately going on to become some of the rising stars of the Uganda's private sector. Despite this, we are very pleased to note that they also remain committed to CIP, frequently returning to become volunteer mentors themselves.

One of the often expressed desires of these entrepreneurs and professionals is to have a supportive and non-competitive network of peers with whom experiences can be shared. In response to this we have decided to launch our new alumni networking event. The event will be a truly unique opportunity for CIP alumni and leading business people from all over Uganda to keep in touch and up to date with new learning and job opportunities



Other ways to help

CIP Uganda also offers a variety of ways of becoming involved that do not require direct sponsorship

1) My Role Model Campaign

The program provides ambitious entrepreneurs with the opportunity to speak to students about their experiences and success within their field of work. The objective of this initiative is to motivate and inspire students to take the necessary steps to enter the workforce or even start their own business. Past guest speakers have proven to have a profound impact on students who are unused to being addressed by high calibre and successful business personnel. If one desires to truly inspire the upcoming generation, then this remains an exceptional way to do so.

2) Employee Volunteers

CIP encourages private sector corporations to volunteer their employees to teach and aid in the development and delivery of our courses. Following student mentoring training provided by experts at CIP, volunteers spend 1 hour per week for 6-8 weeks building highly rewarding personal relationships with students at adopted schools. The new mentors teach at schools selected to be conveniently located close to their work locations so as to minimise journey time. Upon conclusion of the period, volunteer mentors receive certificates from CIP.

In addition to the great impact on students, our experience has shown a similarly pertinent impact on the volunteer employees who return with widened perspectives, translating into increased effectiveness and efficiency for their respective firms.

3) Holiday Internships And Job Shadowing

One of the major concerns of CIP Uganda has been providing a bridge between students and firms. By offering a select group of CIP students holiday internships or shadowing opportunities, corporations are able to increase awareness of their activities and employment prospects whilst greatly enhancing the educational experience of students. At the same time, the firms also benefit strongly having access to the top performing CIP students; youths who they may not have been able to come into contact with otherwise.