

## ACCOMPLISHMENTS: July to December, 2009 & 2010 to date

### Summary

The past year has been productive for L.E.A.D Uganda:

- Our students continue to be top students and leaders.
- We are in the initial stages of becoming a mature organization.
- We are working with a pro-bono consultant.
- We are re-forming our board of directors
- We are about to hire an assistant to handle day to day tasks so Stephen Shames can focus on long range strategy.
- We added a dozen new student-members this year and plan to add twenty in 2011.
- Our media branding strategy is working.
- We will complete a 12 minute documentary short by the fall.
- We established partnerships with artists and businesses in 2009.
- We updated our website and have a functioning store.
- Our faith-based initiative and our partnership with Forefront Church is growing.

### Student Academic & Leadership Accomplishments

**June, 2010. 1<sup>st</sup> Poor Child Elected Head Boy at Budo Junior, Uganda's Elite Primary School.** Joseph, whose parents died from HIV/ AIDS when he was 3, was elected Head Boy at Budo Junior. "I feel like I am a hero. This is a school for (cabinet) ministers children and so on," says Joseph, "They come from very rich families, but I am their leader."

**June, 2010. Girl Elected Head Prefect .** Esther is elected Head Prefect of St. Peter's Nalyaa Senior Secondary School

**May, 2010. Former Rock Quarry Boy Accepted by Four U. S. Universities.** Paul Ntege a former child worker has been accepted by four U.S. universities.

**May, 2010. Former Child Laborer Elected to Student Guild at Top University.** It took Katongole, who is studying pharmacology at Makerere University, only one semester at East Africa's legendary institution to be recognized as a leader.

**May, 2010. 11 out of 15 of our primary students received A grades on their mid-term reports.** 5 received A-plus grades. 4 earned A marks. 2 got A-minuses. Half are new students who came from low performing, village schools.

**May, 2010. Amos , Victoria, and Rahim get top scores on their mid-terms. Rahim is National Mathematics Contest finalist.** 7<sup>th</sup> grader Amos, an orphan from a refugee camp in northern Uganda, and 4<sup>th</sup> grader Victoria, who comes from a slum area in Kampala, both received perfect 4 in 4 grades on their mid-terms. Rahim was a finalist in a national math contest and continues at the top of his class.

**February, 2010. New Students – More Girls** We admitted a dozen new students for the 2010 school year. Eight girls and four boys. "We will admit more girls until we reach gender equality: says Monica Nankoma, Director of Uganda Limited. Ten are primary students. Nine of them were admitted to top primary schools.

**January, 2010. Sanyu organizes workshop.** Noticing that our new students were shy, Sanyu organized other L.E.A.D Uganda teens to teach a public speaking workshop for the new students.

**January, 2010. National Exam Results – 8 Receive 1st Grades – Admitted to Top Schools** At the end of Senior 4, students in Uganda take a national exam. 8 of out of our 9 candidates received 1st grades on the exam.

**Schools want our students.** Six years ago, we begged schools to take our orphans. Today, they seek out our students.

**September, 2009. Two students receive full Government of Uganda scholarships.** Katongole and Bayona - received full scholarships from the Government of Uganda to Makerere University, Uganda's best college.

**September, 2009. Moses was awarded a scholarship in India.** Moses, was awarded a scholarship to study Information Technology / Computers in India at St. Clare, an affiliated college of the University of Bangalore.

**August, 2009. Forty-three of our sixty-four students (67%) received top marks.** Thirty (nearly half) received A averages or first grades on their national exams. Six compiled A-plus marks. Three ranked 1st in their classes.

**Students become entrepreneurs & community leaders.** Allisen has built the most efficient farm in the area using modern agricultural techniques he learned in school. He repaid our loan and is seeking to start a second business. Richard, who graduated with a degree in video, works as the manager of Hypo-Heals Gulu.

### [Form New Business Partnerships](#)

**TunicLove created two original "L.E.A.D Uganda" tunics.** L.E.A.D Uganda receives half of the profits from the sale of the tunics. TunicLove supports social endeavors like L.E.A.D Uganda because they create wealth and stability by nurturing the next generation of social entrepreneurs.

**Shepard Fairey donated two entire limited edition print series.** The renowned artist, known for his iconic Obama Hope image, donated two print series of 450 each and two original, unique collages to L.E.A.D Uganda.

**L.E.A.D Uganda T-shirt with Shepard Fairey's Blanket image.** We sell the t-shirts on our on-line store.

**Clothing & Jewelry.** Two of our children's guardians designed "Hope Necklaces", paper necklaces.

**Nelsec Design licenses Stephen Shames' image of Angela Davis on t-shirts.** L.E.A.D Uganda will receive 25% royalty.

**Art Auction.** We held an art auction at the Steven Kasher Gallery in Chelsea, New York, on November 12. Shepard Fairey's original collages sold along with work from famous photographers.

### [Use media to build awareness](#)

**12 Minute L.E.A.D Uganda Film.** Shawn Willis and Jonathan Austin of Ascension Films, are directing a documentary short about L.E.A.D Uganda. The film, meant to be viewed on-line and when we speak, will aid our fund raising efforts. Ascension's first feature film *This Time Around*, premiered last spring.

**L.E.A.D Uganda and TunicLove ring the NASDAQ stock market closing bell.** 14-year-old L.E.A.D Uganda student Sanyu, Stephen Shames, and TunicLove were honored at the close of the market at NASDAQ on November 25<sup>th</sup>.

**CNN' *Inside Africa & Connect the World* featured Sanyu.** *Inside Africa* aired a feature length television piece in January, 2010. CNN International's *Connect the World* interview was posted on CNN's web site in December, 2009..

**UNICEF aired a 15 minute podcast.** UNICEF spoke with Sanyu, 14, who was orphaned by AIDS, and Nokrach, 16, a former child soldier, about their experiences and the transformative impact education has had on their lives.

Other media in 2009:

- *FLYP Media* featured L.E.A.D Uganda students Katongole and Moses in their web
- *Kindsein*, Spanish web magazine - "Obama Was One of These Kids".
- *The New York Daily News* - feature on L.E.A.D Uganda.
- *Photo District News* - "Photographers Who Make a Difference " featured L.E.A.D Uganda,
- *NPPA's News Photographer* - cover article.

**Book finalist for award.** Star Bright Publishing published *Transforming Lives*, a 44 page young adult's book of Stephen Shames' photographs and the stories of our students. All royalties go to L.E.A.D Uganda. The book is a finalist in the Juvenile/Young Adult - Nonfiction category of the 2010 Benjamin Franklin Awards.

**Re-designed web site.** Our new site launched in September, 2009. It features easier navigation, a blog, and an online store where Shepard Fairey's limited edition prints, photographs, student art, clothing, t-shirts, TunicLove tunics, and jewelry are sold. The web store grossed more than \$40,000 in 2009.

**Student Speaking Tour.** Sanyu and Nokrach spoke at Forefront and St. Peter's Churches in New York, and Legacy Church in Pennsylvania. They made presentations at the Rudolf Steiner School and the Manhattan Bridges High School in New York, and Welsh Valley Middle School in Narberth, PA.

**Exhibitions and Print Sales.** Stephen Shames' Uganda photographs were exhibited at the Pingyao International Photo Festival in China, the Steven Kasher Gallery, Stony Brook University, the Gershman Y in Philadelphia, and Clifford Chance law firm's New York offices. The exhibit was sponsored by the Honickman Foundation. The Philadelphia Art Museum and private collectors purchased Shames' 30x40 prints.

Shepard Fairey created and donated two entire limited edition print series to L.E.A.D Uganda.

## Build an Organizational Structure

**Our top priority is to build a structure that takes us to the next level.**

We are in the process of forming a more effective and professional board of directors. We hired an assistant to help with the day-to-day office tasks. Within the next two years we plan to hire a C.E.O. with fundraising credentials. That will enable Shames to take on a new role—to concentrate on long term planning, building partnerships, and replicating our program, using his strengths in the visual arts to better tell our story.

**Partnership with Forefront Church.** We formed a strong partnership with Forefront Church, whose Lead Pastor Brian Moll, became chairman of our board in March. Church members make a mission trip to Uganda every August. Forefront Church pledged 5% of their offerings. In addition, they hold a “Celebration of Generosity” in November. Donations by individual church members are substantial.

**Branding.** The Stephen Shames Foundation is now doing business as L.E.A.D Uganda. L.E.A.D Uganda (LOCATE, EDUCATE, ACHIEVE, DREAM) better reflects our mission.

**Purchase Land.** We purchased 10 acres of land in Mukono, just outside Kampala. We will build housing for our students and an office by the end of 2011. In 2012-13, we plan to construct a community center / computer facility to serve the neighboring community. We generate income now farming the land.

### **New Staff**

Uganda. We hired Juliana Adokorach as Program Officer to serve our students from war-torn northern Uganda.  
New York. Sarah Sykes started as Administrative Assistant in July.

## The Next 5 Years: Goals for 2010 and beyond

**Our main goal is self-sufficiency.** During the next five years, the most important task is to create an organization that can stand on its’ own. Shames will not be around forever. We need a structure that will endure.

**Expand our network of schools and faith-based institutions.** Our main fund raising goal is to expand our network of faith-based operations. These communities are stable, have resources, and feel it is their mission to help. Once they make a commitment, they keep it for years. The faith-based community will be one of the pillars our sustainability.

**We will remain a secular organization.** The faith-based initiative is one of many strategies to reach diverse audiences.

**Income generating projects.** We will enlarge our partnerships with businesses. We receive revenue from two ventures now. TunicLove, a clothing manufacturer, designed two L.E.A.D Uganda tunics. Shepard Fairey, who created the Obama Hope image, collaborated with Stephen Shames to create original paintings and limited edition prints. We are looking for additional income generating partnerships.

**Find a celebrity spokesperson.** We will approach a Hollywood actor noted for his / her work in Africa..

**Uganda and Beyond.** We plan to add 20 students a year until we reach 200, five years from now. Then, we plan to replicate our program in another country. L.E.A.D Uganda, because it empowers poor children with the best education and leadership skills, provides a road map of how to bring prosperity and change to turbulent areas of the globe.

**L.E.A.D Uganda is a cost effective approach that has huge potential to change millions of lives.**

Our model is replicable. L.E.A.D Uganda has been successfully run by local people for the past three years. We use simple, easily understood principles that can be taught: train leaders by giving kids the best education, do whatever it takes, create a family, treat them like our own kids, overcome trauma with counseling and support, provide mentors, build partnerships with local communities.

**The possibilities are endless.**