

## TFN Impact Report

<b>Name of your Organisation:</b>	Kiteka
<b>Date of TFN event which you pitched at?</b>	25/01/18
<b>Name of the project TFN funded:</b>	Digital Women
<b>Were you able to undertake your project as you outlined in the application?</b>	Yes
<b>Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?</b>	<p>The impact of the TFN funding helped us reach 120 new Kiteka women with smartphone loans and the Smartphone Sister training programme.</p> <p>The main impact of Kiteka is to increase gender equality in access to technology and income earning potential for disadvantaged women in Uganda.</p> <p>This was measured in our 2018 Impact Report, which showed the following as a result of the "Digital Women" programme:</p> <p>Better communication:</p> <ul style="list-style-type: none"> <li>- 98.6% of participants reported increased business contacts as a result of having a smartphone</li> <li>- 98.6% of participants reported better communication with family and friends as a result of having a smartphone.</li> </ul> <p>Reduced costs:</p> <ul style="list-style-type: none"> <li>- 94.4% reported reduced transportation and communication costs as a result of having a smartphone.</li> </ul> <p>Increased profits:</p> <ul style="list-style-type: none"> <li>- 97.2% of participants reported increased business profits as a result of having a smartphone.</li> </ul> <p>Training:</p> <ul style="list-style-type: none"> <li>- 95.8% said they felt more comfortable using smartphone after the training</li> <li>- 98.6% said that after the training, they knew the kind of benefits a smartphone can bring to their businesses.</li> </ul> <p>Improved education and skills:</p> <ul style="list-style-type: none"> <li>- 94.2% reported that their education was increased through the smartphone</li> <li>- 95.7% reported developing new business and communication skills as a result of having a smartphone.</li> </ul> <p>Access to services:</p> <ul style="list-style-type: none"> <li>- 83.3% of participants said they now use mobile money to keep their business money</li> <li>- 80.3% said they now use mobile money to keep their personal money</li> <li>- 22.5% of participants said that the smartphone facilitated access to loans or credit</li> <li>- 38% of participants said that the smartphone facilitated access to accounting or book-keeping services</li> </ul>

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	<p>Improved social status, self-confidence, and influence in household decision:</p> <ul style="list-style-type: none"> <li>- 69.1% of participants reported increased status within the community as a result of having a smartphone</li> <li>- 38.6% of participants reported increased self-confidence and self-esteem as a result of having a smartphone</li> <li>- 28.6% of participants reported increased responsibility and influence in household decision-making as a result of having a smartphone.</li> </ul> <p>Increased feeling of safety at home and in the street:</p> <ul style="list-style-type: none"> <li>- 18.8% of participants said they feel safer at home and in the street as a result of having a smartphone.</li> </ul> <p>Kiteka Digital:</p> <ul style="list-style-type: none"> <li>- All surveyed participants (four participants) reported increased profits as a result of being enrolled in the Kiteka Digital programme</li> <li>- Participants also said that the Kiteka Digital training has supplied them with the needed skills to work in e-marketing activities (three out of four participants).</li> </ul>
<b>What portion of the project did TFN fund?</b>	20%
<b>How many direct beneficiaries did the TFN funded project reach?</b>	120
<b>How many indirect beneficiaries did the TFN funded project reach?</b>	400
<b>Were you able to leverage further funding as a result of TFN support?</b>	Yes
<b>If yes, how much were you able to raise and from whom?</b>	We raised an additional £40,000 from private individuals and grant-giving organisations.
<b>Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?</b>	No
<b>How important was TFN funding in helping you achieve your objectives?</b>	We would have found it difficult to achieve our objectives without TFN funding
<b>Since presenting at TFN, has your organisation undergone any other significant changes?</b>	We have hired an additional team member in Kampala to boost the work we are doing across Northern and Western Uganda.
<b>Do you have any other comments or feedback on the experience of the TFN process?</b>	It was extremely well run and enjoyable to be part of. We would definitely like to remain part of the network and continue the partnership.

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<p><b>Can you tell us any personal stories to highlight the value of the project?</b></p>	<p>The story of Grace, who completed the programme in July 2018 is one that really highlights the impact of the Digital Women programme. Grace is a 27-year-old single mother of two who lives in Kampala, Uganda. From never having owned a smartphone to completing the Smartphone Sister training and then joining the Kiteka Digital programme, where she completes online freelance work in social media she has been able to fund both of her children through school for a year, pay all of her rent up-front and begin saving for her daughter's university education for the first time. For more detail, please watch the Kiteka film: Connected Women: <a href="https://vimeo.com/255365004">https://vimeo.com/255365004</a></p>
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