



# Strategic plan

[www.sanyuarts.org](http://www.sanyuarts.org)

2023  
2027





**We are an organisation that empowers young people through creative arts and tech for positive results in incomes, education, health and prevention to violence in Uganda**



SARI's core operations include Arts,  
Design and Entrepreneurship,  
Performing Audio and Visual Arts  
and Content Production



# Why?

In as much as young people compose over 70% of the Uganda population, their participation in especially formal social, political, economic and civic arenas is limited. This is due to the societal attitudes towards young people such as being too “immature” to participate in decision making processes as well as limited opportunities. The situation is worse for girls and young women with only few being able to break through the societal norms to participate decision-making at community and national levels. Many young women earn meagre incomes from the informal sector since most of them drop out of school due to early unwanted pregnancies, early forced marriages and unpredictable crises and conflicts such as gender based violence. These compounded factors create a situation where a response needs to attend socio-economic wellbeing, physical and mental health and case management of Sexual and Gender Based Violence and utilization of Sexual and Reproductive Health Rights especially for girls and young women. Ugandan youth account for around 83 percent of all unemployed Ugandans. This also includes vulnerable young males such those who drop out of school, males with disabilities. Girls and young women are also challenged with inadequate skills’ development that affects their employability and future income acquisition rates. As a result of the challenges that young people face at an individual, institutional and societal level, their ability to contribute meaningfully to the National Development Plan three especially on human development capacity is limited. ARTs enable people to create what they desire while rights empower and protect us to be who are. Drawing upon popular cultural expressions in language, music, crafts and designs, dance, young people are able to transcend barriers to meaningfully engage in the social, economic and civic issues in our society. Through creative arts and tech, SARI wants to see young people especially girls and young women with transformed livelihoods and are able to contribute to society.





## Our Values

### PITCH

Participation  
Inclusion  
Creativity  
Transformation  
Humor

## • Vision

Transforming young people through ARTIVISM

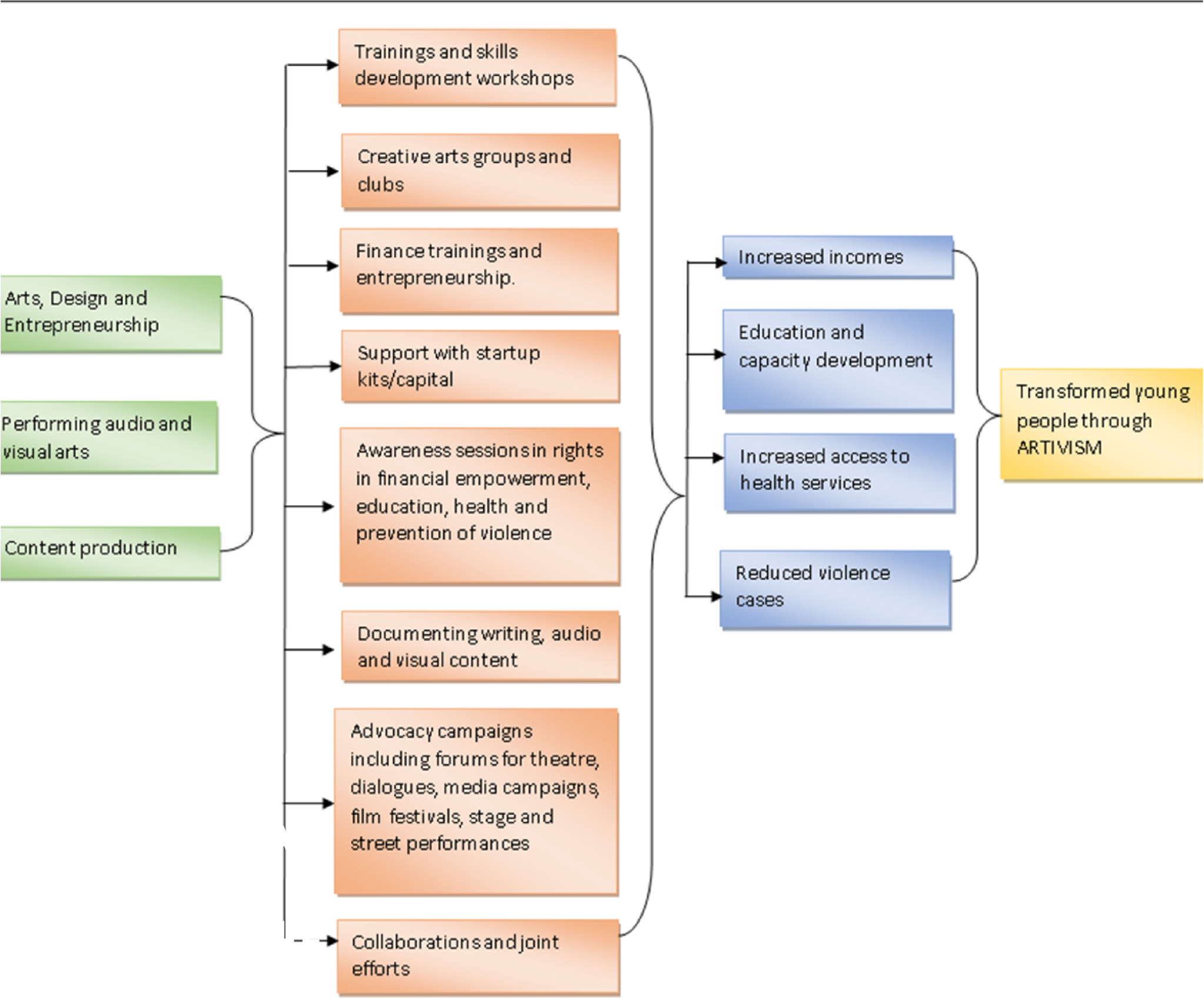
## • Mission

To empower young people through Creative Arts and Tech for positive results in incomes, education, health and prevention of violence in Uganda.



# Theory of change

Using ARTIVISM, SARI works towards the transformation of young people in their livelihoods and are able to actively participate and contribute meaningfully to society. The transformation will be evidenced in increased incomes, increased capacity development, increased access to health services and reduced cases of violence. SARI therefore addresses limited access to resources of production, limited opportunities to education, unemployment, limited health rights and services and vulnerability to violence. SARI uses creative arts and tech as tools to empower young people through trainings, group/movement building, awareness raising, capital support, documenting and story telling, advocacy campaigns and joint efforts.



# What We Do



## 01.

### **Arts, design and entrepreneurship**

Equipping young people with knowledge and skills in arts, design and entrepreneurship for incomes and rights

## 02.

### **Performing audio and visual arts**

Engage in performing audio and visual arts for positive results in economic and social rights and services among young people

## 03.

### **Content production**

Produce content for storytelling, rights awareness and advocacy





# Arts, Design and Entrepreneurship

Equipping young people with knowledge and skills in arts, design and entrepreneurship for incomes and rights

**1**

## Diverse creative arts skills development

- Training sessions in creative arts skills
- Creative workshops
- Exposure visits and exchange learnings
- Art exhibitions

**2**

## Creative arts groups

- Form and register creative arts groups
- Support group creative initiatives
- Market linkages for the art products and services

**3**

## Financial literacy and digital skills

- Financial and digital literacy skills trainings
- Providing start up kits and capital
- Business development and entrepreneurship trainings
- Empower groups in savings and opening groups savings bank accounts

**4**

## Advocacy campaigns

- Evidence gathering
- Grassroots organising
- Petitions and position papers
- Dialogues with duty bearers and policy makers
- Media campaigns
- Film festivals



## Performing audio and visual arts

Engage in performing audio and visual arts for positive results in economic and social rights and services among young people

**1**

### Skills development in performing arts

- Creation of performing arts clubs
- Training sessions and workshops
- Exposure visits and learning visits
- Collabos with groups and individual artists/artivists
- Creation of physical safe art spaces (libraries, studios)

**3**

### Advocacy campaigns

- Media campaigns
- Film festivals
- Forums for theatre
- Radio talk shows
- Stage and street performances

**2**

### Rights awareness and actions

- Awareness sessions in rights on economic, education, health and prevention of violence among young people.
- Community forums for theatre.
- Collaborate with essential services providers for referrals
- Provide referrals for essential social services
- Collaborate with likeminded actors





# Content production

Produce content for storytelling, rights awareness and advocacy

## 1

### Skills development in content creation and storytelling

- Training workshops and sessions in content production
- Procure content creation softwares.
- Set up production spaces

## 3

### Advocacy campaigns

- Media campaigns
- Film festivals
- Forums for theatre
- Social media campaigns

## 2

### Documenting

- Compile write ups and concept notes including position papers, petitions, newsletters, articles and blogs for print and online media
- Produce audio content (podcasts, audio dramas and folk music) for social change
- Produce visual content (pictures, films, documentaries)
- Produce animations and picture series
- Publish novels/books

# Our Process



**01.**  
**Skills and  
capital  
development**

**02.**  
**Rights  
awareness,  
collaborations  
and actions**

**03.**  
**Documenting  
and story  
telling**

**04.**  
**Advocacy  
campaigns**



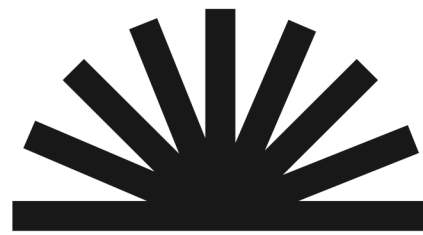
OUR OUTREACH

# Our outreach

SARI will mostly focus efforts among young people in central and western regions of Uganda and refugee settlements including Rwamwanja and Oruchinga in communities and schools. SARI's focus is at least 70% female and 30% male.

To fulfill our vision, SARI will work with likeminded actors including the young people, community, artists, funding partners, line ministries and local government, media and civil society.





CONNECT WITH US

# Connect with us



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