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## Introduction

***Our vision is to create a world where young people are empowered to enhance development outcomes by promoting their sense of self-efficacy for sustainable growth.***

This initiative seeks to promote youth development by applying methodologies that empowers youth to realize their untapped potential through the cultivation of increasing their sense of self-efficacy.

By 2028, our goal is to equip individuals aged 15-24 with essential life skills and positive attitudes for successful adulthood that they will carry forward to achieve more productive, healthier and personally satisfying lives. In so doing, our youth initiative seeks to counter many negatives that young people may be experiencing and by positioning them to play more constructive roles in their communities and broader society.

An individual's belief in his or her capacity to execute behaviors necessary to produce specific performance attainments (Bandura, 1977, 1986, 1997) known as self-efficacy is central to our approach to youth empowerment. Our goal is to increase the number of youths who have confidence in their ability to exert control over their own motivation, behavior, and social environment. We see this as an important part of the solutions to many of challenges youth experience, particularly in the context of the large youth cohort in Uganda today. Our research has shown that it is possible to turn the youth demographic bulge, which is often described in negative terms, into an opportunity to help propel Uganda into a middle-income country.

In unlocking youth potential for sustainable wealth creation and development, the goals and objectives of the Jolt Youth Initiative are in complete harmony with those outlined in Uganda's National Youth Action Plan with its theme of "Unlocking Youth Potential for Sustainable Wealth Creation and Development."

The purpose of this strategic plan is to present a unified approach for youth empowerment and to provide stakeholders with a clear understanding of Jolt's objectives and implementation pathway.

***We envision communities where young people feel empowered to make social and economic contributions critical to enhancing development outcomes***

## Youth Landscape Overview

The Jolt Youth Initiative is in complete harmony with the objectives of Uganda's Youth Policy 2023 and with the United Nations [Youth 2030 Strategy](#) with their focus on enhancing growth opportunities for all youth. These policies recognize that there are large numbers of youth who need better access to social infrastructure like better quality of education, healthcare, livelihood and skills.

In Uganda, 78% of the population is under 30 years of age and youth unemployment stands at 64%; as such, prioritizing youth engagement is paramount. These young people often face hurdles to their personal development such as education access, gender equality and inclusion and skill deficiencies. Jolt's strategic plan aims to address some of the multifaceted challenges faced by youth in Uganda, emphasizing empowerment, education, employment, health, gender equality, and social inclusion.

Through strategic interventions and a comprehensive approach, the initiative strives to unlock the hidden potential of the youth for sustainable development.

Uganda's youth policy identifies challenges in providing quality education, particularly in rural regions, contributing to high rates of youth unemployment. The youth policy acknowledges substantial gaps in skills training and personal development opportunities for Uganda's youth. Jolt's focus on addressing these needs resonates with this policy finding, aiming to bridge skill gaps through targeted training programs to enhance youth employability and overall empowerment

Uganda's youth policy also recognizes the absence of adequate peer-to-peer learning platforms among Uganda's youth, limiting collaborative growth opportunities. Jolt's focus also resonates with this finding, aiming to create and foster such platforms to facilitate knowledge-sharing and holistic development among young individuals.

In his seminal work, Albert Bandura argues that self-efficacy is the most pivotal factor affecting a person's cognition, and his assertion has popularized self-efficacy, certainly in the field of Social and Behavior Change. When applied in the context of adolescent development, such as academic performance, this theory suggests that an adolescent's academic performance (behavior) is influenced by how this adolescent's beliefs (cognitions) are affected by the support provided by his or her significant others, including parents, teachers, and peers (the environment). This aligns closely with Jolt's aim of prioritizing youth empowerment programs that boost self-efficacy and diminish risky behaviors, Jolt mirrors Uganda's ambition to actively involve its youth in sustainable development initiatives.

Through targeted interventions, Jolt aims to bridge these identified gaps within Uganda's youth landscape. The alignment between Jolt's efforts and Uganda's policy challenges signifies a commitment to the country's vision of inclusive and sustainable development. Through this concerted effort, Jolt endeavors to unleash the untapped potential of Uganda's youth, steering the nation towards a more prosperous and resilient future."

## Areas of Operation

Jolt Youth Initiative will concentrate its operations in the districts of Masaka, Mpigi, Kalungu, and Butambala. The districts were selected to represent diversity in challenges: These districts represent diverse challenges faced by youth ranging from health, education, unemployment, and drug abuse among others. These challenges are associated with rapid urbanization, lack of motivation, economic and social-cultural challenges, and inadequate social support systems

These districts cover different geographical areas, including urban, semi-urban, and rural settings, offering a comprehensive understanding of youth issues in the central region of Uganda.

It is also important to note that, these districts have significant youth populations, making them essential focal points for youth-centric initiatives. These districts each represent different socioeconomic and cultural contexts, impacting the needs and aspirations of its youth Initiatives These districts have also provide partnership opportunities for collaboration with local authorities, NGOs, community-based organizations, or private sectors that are actively engaged in youth development initiatives.

The proposed offer aligns seamlessly with our scheduled motivation talks both within schools and for children outside the academic setting. It encompasses comprehensive follow-up on each child's performance, shedding light on their needs and the plans they've outlined. Our support extends beyond conventional parental roles, emphasizing assistance in achieving youth's educational goals.

Moreover, the initiative strives to identify individuals whose families may face challenges sustaining their education despite their evident potential for excellence in academic environments. This holistic approach ensures that our support not only addresses immediate educational needs but also empowers youth to thrive and excel, contributing positively to their overall development.

The selection of these diverse districts indicates a comprehensive approach to understanding and addressing the multifaceted challenges faced by Ugandan youth, aiming to create tailored interventions that suit the specific needs of each district's youth population

#### Key Strategic Objectives:

1. Establish administrative, coordination and implementation structures,
2. Develop partnerships,
3. Engage in resource mobilization for youth empowerment.
4. Conduct empowerment motivational dialogues to promote self-efficacy and drive behavioral change.
5. Establish sustainable partnerships for youth start-ups and self-efficacy development.
6. Conduct regular implementation reviews to monitor, evaluate and improve pathway effectiveness:
7. Establish project management framework with effective communication and marketing strategies.

#### Establish administrative, coordination and implementation structure,

Jolt Youth Initiative is a duly registered entity in Uganda, with its operational offices situated in Bugolobi, Kampala. The organizational structure is spearheaded by a dedicated board of 5 members, who support the Executive Director and the Director of Operations.

The technical aspects of the initiative are overseen by a proficient Program Manager who directly reports to the Executive Director. Collaborating closely with the ED and Program Manager is an adept Accounts Officer. They are further supported by two Project Coordinators responsible for projects in education, health, entrepreneurship, leadership, and peace and conflict resolution empowerment. In addition, the organization has a communications officer and Administrator. At the grassroots level are four Field Officers, each designated to a specific district.

The organizational framework includes a dynamic team of five volunteers, integral to the successful execution of fieldwork aligned with Jolt Youth Initiative's mission and vision.

This organizational structure is governed by a set of roles and responsibilities by level.

## **Jolt's NGO status**

Jolt Youth Initiative is in the process of rebranding into a Not for profit Non-government organization. This would effectively boost the image of the company in the face of the government and would align the organization with other players in the field to support youth activities effectively.

## **Develop Partnerships with Stakeholder Organizations,**

The Jolt Youth Initiative aims to collaborate with government ministries, departments and Agencies (MDAs) and various entities supporting youth development. Strong engagement with internal and external stakeholders remains pivotal in sustaining our organizational goals.

Jolt will conduct a comprehensive mapping of partners and engage community development entities in operational districts to avoid duplication and leverage coordinated synergies for maximum impact. Active participation in national and regional partnership meetings will be a priority, followed by the presentation of comprehensive reports on undertaken activities. Jolt will also seek partnerships with local, national, and international donors, NGOs, academia, private sector, and researchers to explore collaborative opportunities for development.

Starting year one, Jolt will conduct comprehensive Partner Engagement. This will be an ongoing process that includes:

- A mapping of potential partners across sectors and regions.
- The holding of dialogues, joint meetings, and forums to align goals and explore collaborations.
- The development of clear partnership frameworks outlining roles, responsibilities and expectations.
- Conduct regular assessments of implemented activities supported by partnerships for alignment and effectiveness.
- Regular participation in national and regional partnership meetings to broaden networks.
- Sponsorship of seminars and workshops, especially to engage local community leaders.
- The establishment of channels of communication for regular updates of interests and activities and for optimizing the quality and scope collaboration with stakeholders.

To ensure that Jolt optimizes its relationship with partners and other stakeholders, Jolt will organize the following three tiers of meetings:

1. Quarterly Organizational Reviews:
  - Conduct quarterly organizational meetings to assess needs, progress, and challenges.
  - Review capacity assessments and advocate for resource improvements.
  - Develop and adhere to detailed work plans, adjusting based on evaluations.
2. Bi-annual Stakeholder Engagement Workshops:
  - Organize bi-annual workshops to foster collaborations and improved communication.
  - Focus on enhancing synergy among stakeholders for effective coordination.
  - Discuss progress, challenges, and innovative strategies for better youth development.

### 3. Annual Meeting

- Host annual meetings combining thematic key areas like education, Skills-building, health, youth empowerment and community development.
- Gather stakeholders to align goals, discuss partnership targets, and create actionable plans.

Effective implementation of activities requires strengthening the overall capacity of Jolt. This involves regular organizational meetings, enhancing national and sub-national service delivery capacities, conducting capacity assessments, advocating for staff recruitment to fill vacant positions, and addressing infrastructure gaps. Additionally, Jolt will develop and adhere to work plans, implement interventions as scheduled, and conduct regular comprehensive supervision, including periodic evaluations.

### Engage In Resource Mobilization for Youth Empowerment.

Continuous advocacy for resources and partnership expansion are a permanent feature of Jolt's youth empowerment initiative. Our aim is to rapidly scale up cost-effective interventions nationwide for impactful outcomes. Advocacy meetings and engagement with potential funders are part of the resource mobilization strategy. Jolt will craft concept notes, proposals, and workplans for resource mobilization from government, development partners, and the corporate/private sector.

Jolt intends to diversify funding sources, strengthen partnerships, and consistently showcase the organization's impact, ensuring sustainable and ongoing resource mobilization for sustained youth empowerment initiatives. The activities below will be conducted to mobilize resources for JOLT interventions.

#### Quarterly Advocacy and Engagement Sessions:

- Stakeholder Meetings: Host quarterly advocacy meetings involving government bodies, potential donors, and corporate sectors, showcasing Jolt's achievements and future objectives.
- Funder Interaction: Arrange quarterly one-on-one sessions with prospective funders to present specific initiatives, gauge interest, and align priorities.
- Awareness Seminars: Conduct annual seminars or webinars highlighting success stories and emphasizing the crucial role of youth empowerment.

#### Proposal and Partnership Development:

- Strategic Proposals: Prepare quarterly concept notes and detailed proposals tailored to match the preferences and expectations of potential funders.
- Budgeting and Work Plans: Develop quarterly comprehensive work plans and budgets aligning with funding requirements and project timelines.
- Personalized Proposals: Customize proposals for various funders based on their thematic interests and development priorities.

#### Engagement with Development Partners:

- Participation in Forums: Attend and actively participate in quarterly conferences, forums, or summits focused on youth development.

- International Dialogue: Initiate quarterly dialogues with international development partners supporting youth initiatives.
- Platform Utilization: Utilize these platforms for knowledge sharing, networking, and fundraising activities aimed at resource mobilization.

#### Monitoring Performance and Reporting:

- Monitoring Mechanisms: Implement quarterly monitoring systems to track the impact of funding or donations on youth initiatives.
- Progress Reports: Prepare and distribute quarterly progress reports, highlighting success stories and evidence-based impact assessments.
- Impact Evaluation: Utilize evidence-based reports quarterly to demonstrate the efficient utilization of resources and the resulting impact on youth empowerment.

#### Charity Events:

- Jolt Youth Initiative aims to organize two major charity events per year, mobilizing resources to support underprivileged youth and families in need within our operational areas, and providing essential items and services.

### Planned Interventions

Jolt has conducted research among youth and their communities including dialogues with parents, guardians, traditional leaders, religious leaders and informal conversations with school teachers during community meetings. These youth and community-based dialogues have informed Jolt's intervention approaches to youth empowerment, which are outlined below.

Conduct empowerment motivational dialogues to promote self-efficacy and drive behavioral change.

In its initial concept testing phase, Jolt has conducted several empowerment motivational dialogues and has determined that this approach is effective in stimulating youth on their journey toward an increased sense of self-efficacy. Empowering youth through motivational talks contributes remarkably well to improve self-confidence, foster leadership skills, promote civic engagement, and encourage social change. Jolt will continue to engage youth in and out of school conducting a series of monthly motivational dialogues reaching a minimum of 500 youth participants per year (dependent on the funding levels), aiming to enhance self-efficacy and instill positive behavioral change.

#### Strategy 1 Mentorship

Jolt will work with head teachers in schools to mentor candidates and semi-candidates on self-efficacy for success. This will provide students with supportive services, individualized goal setting, and follow-up.

Jolt plans to achieve this through 3 major activities. They included;

- Establishment of mentorship teams:  
In its first year, Jolt aims to establish mentorship teams across districts through 3-day workshops. The goal is to train and nurture teams of 10 individuals in each district, fostering a robust mentorship network. Supported by the district leadership, the mentors shall be selected based on these criteria;
  - Expertise and Communication: Candidates should possess relevant expertise in the field they'll mentor in, along with strong communication skills to effectively convey information and support their mentees.
  - •Commitment and Empathy; Individuals who are committed to dedicating time to mentorship activities and display empathy, patience, and understanding while guiding and supporting mentees
  - Alignment and Diversity: Ensure candidates align with the program's objectives and values. Seek diversity among mentors to offer varied perspectives and inclusive support to mentees
  - A training tool will be developed/ adopted by a team of experts
- Individualized Goal Setting Workshops:  
Quarterly meetings will be conducted to allow students to set and refine their goals periodically. These sessions will provide ample time for students to review and adjust their objectives, aligning them with their progress and changing aspirations.
- Regular One-on-One Mentoring Sessions:  
Monthly or bi-monthly one-on-one sessions between head teachers and students can ensure consistent support and guidance. This frequency allows for personalized attention while maintaining a regular connection for ongoing mentorship.
- Follow-up Support and Progress Evaluation:  
Quarterly evaluations enable a comprehensive review of student's progress, allowing for adjustments and improvements in the mentorship program. This periodic assessment ensures that the mentorship efforts are effective and responsive to the student's evolving needs

#### Strategy 2: Jolt Youth Educational Support Program:

Jolt will support at least 20 underprivileged very bright, innovative students in candidate classes in our district operation with scholastic needs and other needs that will contribute to the attainment of their goals. Jolt will solicit support from stakeholders to meet these needs. However, these needs can only be determined by resource availability.

Jolt will establish and implement an annual scholarship program, providing financial support to at least 20 economically disadvantaged but bright and innovative youth pursuing higher education in our operational districts.

The activities will include;

1. Needs Assessment and Selection Process:



- Conduct an extensive assessment to identify the most deserving underprivileged but academically talented students in candidate classes within the targeted districts.
- Establish clear criteria for selection, considering academic performance, financial need, and dedication to their education. This process ensures fairness and transparency in choosing the beneficiaries.

### Strategy 3: Establish Sustainable Partnerships for Youth Start-Ups And Self-Efficacy Development.

Jolt youth initiative will endeavor to establish a youth entrepreneurship incubation program, supporting the creation of at least 10 sustainable youth-led startups annually through mentorship, training, and seed funding.

### Strategy 4: Improve Health of Youth

Jolt will support the endeavors of the government in the prevention and control of Malaria, TB, and HIV, Mental Health, and Reproductive Health among youth. The objective will be to execute quarterly health awareness campaigns, targeting 1,000 youth in total across the districts, focusing on prevention, early detection, and destigmatization of Malaria, TB, HIV, mental health issues, and reproductive health.

### Strategy 5: Jolt Youth Initiative Will Tackle Youth Gender Imbalanced Discrimination, Equity, Human Rights, and Barriers:

The objective is to facilitate in-school training sessions addressing equity, human rights, and gender-related barriers, aiming to empower at least 200 youth annually with knowledge and skills to advocate for equality and justice in their communities.

**Core Values** Our core values include; Accountability, excellence, participatory empowerment, Efficiency, value for money, multisectoral involvement, and evidence-based implementation as elaborated below.

1. **Accountability:** Upholding clear responsibilities and transparent actions to ensure every decision and action aligns with predefined objectives, fostering trust and reliability within our initiatives.
2. **Excellence:** Commit to the highest standards of quality and continuous improvement in all endeavors, striving for exceptional outcomes that exceed expectations.
3. **Participatory Empowerment:** Engaging and involving all stakeholders, ensuring their voices are heard and valued, and fostering a collaborative environment where diverse perspectives contribute to decision-making and progress.
4. **Efficiency:** Optimizing resource utilization and workflows to maximize productivity, achieving objectives promptly without compromising quality.
5. **Value for Money:** Ensuring that every investment and resource allocation maximizes its impact, delivering tangible and meaningful outcomes in alignment with allocated resources.

6. **Multi-Stakeholder Involvement:** Collaborating with diverse entities, including communities, partners, and experts, to leverage collective expertise and resources, fostering a holistic approach to address complex challenges.
7. **Evidence-Based Implementation:** Guiding decisions and actions with empirical data and validated insights, ensuring that strategies and interventions are founded on credible evidence, increasing the likelihood of success and impact.

## Monitoring and Evaluation

### Strategy 1: Conduct Project Implementation Reviews

By 2026 the project will launch its implementation reviews Jolt implementation reviews are the responsibility of jolt management team . This is done through the planning, coordination and assessment of progress in the implementation of intervention and planned activities. The strategic plan will support Jolt youth initiative to conduct monthly meetings, undertake regular supervision activities and coordinate quarterly review meetings. The strategic plan will also support the program to conduct annual reviews and planning meetings as well as mid-term and end-term strategic plan reviews.

### Strategy 2: Conduct surveys/evaluations

To assess the project performance in line with the set outcomes and impact, in addition to the routine data, Jolt together with its partners will conduct periodic surveys and studies. This strategic plan will support the implementation of annual assessments. Mid-term, end term surveys will be planned

## Organizational Branding and Marketing

Jolt will engage in diverse outreach strategy across multiple media channels while effectively communicating Jolt's mission vision, planned activities and impact in society. The strategies will include;

### Strategy 1 Multimedia Storytelling:

Jolt production team will create compelling content showcasing Jolt's impact, success stories, and upcoming initiatives through videos, photo essays, and written narratives for diverse platforms.

The activities will include; development of impact Stories Video Series: Produce a series of short videos highlighting success stories of young individuals positively impacted by Jolt initiatives. Feature their journeys, challenges, and accomplishments to inspire and engage the audience. Share these videos across various platforms such as YouTube, social media, and the Jolt website.

Develop Photo Essay Campaign: Create a series of visually compelling photo essays capturing the essence of Jolt's programs and their impact on communities. Collaborate with professional photographers or enlist the help of aspiring local talents to depict the stories of resilience, empowerment, and growth. Share these essays on social media platforms, newsletters, and local publications.

## Strategy 2: Strategic Social Media Engagement:

Amplify Jolt's message through paid advertising on social media platforms like Facebook, Instagram, and Twitter. Share engaging content and collaborate with influential individuals to expand reach. The activities will include;

1. **Influencer Collaboration Campaign:** Partner with influential figures, local personalities, or youth advocates aligned with Jolt's mission. Encourage them to share their experiences with Jolt's programs or participate in campaigns advocating youth empowerment. Engage influencers across various social media platforms to amplify Jolt's message, reach new audiences, and foster community engagement.
2. **Content Boosting through Paid Advertising:** Develop a structured content calendar comprising visually appealing graphics, videos, and impactful stories. Use social media advertising tools to strategically boost and target Jolt's content to specific demographics, ensuring it reaches the intended audience. Maximize the ad spend on platforms like Facebook, Instagram, and Twitter to increase visibility and engagement, driving traffic to Jolt's website or specific initiatives.

## Strategy 3: Media Collaborations and Public Relations:

Craft press releases highlighting Jolt's achievements and partnerships. Forge relationships with media outlets for coverage and interviews.

1. **Press Release Campaign:** Develop a series of press releases highlighting Jolt's accomplishments, impactful stories, and successful initiatives. Tailor these releases to various media outlets, addressing both local and national platforms. Utilize captivating headlines and concise, informative content to attract media attention and coverage.
2. **Media Relationship Building:** Establish and cultivate relationships with journalists, editors, and media personnel across different outlets. Arrange regular meetings or networking events to showcase Jolt's programs and successes. Engage in proactive outreach, offering exclusive interviews, feature stories, or behind-the-scenes access to Jolt's activities. Foster ongoing communication to ensure continuous media coverage and support.

## Strategy 4; Informative Radio and TV Campaigns:

Develop catchy advertisements for radio and television focusing on Jolt's mission and upcoming programs.

1. **Scripted Advertisement Creation:** Craft compelling and succinct scripts for radio and television advertisements, highlighting Jolt's mission, success stories, and the impact of its programs. Emphasize key messages about youth empowerment, education, and community engagement. Ensure the scripts are attention-grabbing and aligned with the target audience's preferences.

2.       Media Channel Selection and Deployment: Strategically select radio stations and television channels that cater to the demographic Jolt aims to reach. Collaborate with media outlets to broadcast these advertisements during peak times or shows popular among the youth demographic. Monitor audience engagement and adjust ad placements for maximum impact.

#### Strategy 5; Engagement through Podcasts and Webinars:

Host podcasts or webinars with experts, community leaders, and beneficiaries discussing topics relevant to Jolt's mission.

1.       Podcast Series Creation: Develop a series of podcasts featuring interviews, discussions, and success stories related to youth empowerment, education, and community development. Invite experts, beneficiaries, and influential personalities to share insights, experiences, and advice that resonate with Jolt's mission. Release these podcasts by weekly to maintain audience engagement.

2.       Interactive Webinar Sessions: Organize bi monthly interactive webinars focusing on key aspects of youth development, inviting guest speakers, educators, and professionals. Cover diverse topics such as skill-building, career guidance, and personal growth. Encourage participant engagement through live Q&A sessions, polls, and discussions, allowing attendees to share experiences and ask questions.

#### Strategy 6; Community Visibility Initiatives:

Jolt will utilize billboards, posters in high-traffic areas, and participation in events, conferences, and fairs to increase visibility and engage with the community.

- Billboards and Poster Campaigns: Design visually appealing and impactful billboards and posters highlighting Jolt's mission, success stories, and upcoming events. Strategically place these in high-traffic areas frequented by the target audience.

- Event Participation and Conferences: Organize and participate in community events, conferences, and fairs relevant to youth empowerment and development. Set up booths or interactive displays to engage with attendees, share information about Jolt's initiatives, and gather community feedback. Use branded Merchandise like T.shirts tear drops banners, Informational Brochures and Flyers, Branded Stationery, Event Banners and Booth Displays, Digital Assets and Promotional Videos