

FIVE YEARS OF RADICAL RURAL TRANSFORMATION



IMPACT REPORT 2019-2024



Our Mission

To create a resilient, thriving, and self-reliant rural future by investing in people and infrastructure, and creating products and services that expand infinite opportunities and possibilities for the local communities we serve.



Our Vision

To become a leading experimental SDGs /Smart / Eco village model for Africa by 2030.

Preface

In mid-2018, I could never have imagined that what began as a deeply personal journey to reconnect with my ancestral home would evolve into what we now know as Okere City. My initial dream was modest: to make my ancestral compound more livable and meaningful for my family. Having been uprooted from my birthplace as an infant—just six months old when my father was killed during Uganda’s insurgency—I yearned to rediscover my roots and reclaim my cultural identity.

Simple acts such as widening the grass yard, installing solar lights, and drilling a borehole quickly drew the attention of neighbors. Before long, these small efforts became a spark. I began to ask myself difficult but necessary questions: What is the value of my comfort if those around me continue to struggle? How might I use my resources, talents, and networks to help build something greater than myself?

Those questions gave birth to a bold idea: to reimagine the rural dream. I remember telling an elder, “We will build a sustainable rural city here. People should not have to travel far and wide in search of opportunities. If we create opportunities at home, our people can thrive right here.” It was a radical vision, but one grounded in the belief that dignity and prosperity should not be reserved only for urban spaces.

Drawing from my experience as a development worker, I knew this dream could not be mine alone. It had to belong to the community. Trust became our most important currency. I listened. I engaged. I entrusted responsibilities to those often overlooked. I humbled myself to learn from the very people I hoped to serve. Together, we laid foundations—both literal and symbolic. We built classrooms and community halls while planting trees and growing food. Each day, we worked with the conviction that the sacrifices we made today would carve out a brighter future for our children.

Five years later, that conviction has borne fruit. With an investment of just about half a million dollars, Okere City has touched the lives of more than 10,000 rural dwellers. From providing education and healthcare to creating jobs and nurturing hope, our journey has been one of resilience and unwavering commitment.



This report tells the story of that journey. It captures both the measurable impact and the intangible transformations that have taken root in our community. None of this would have been possible without the support of visionary partners who believed in us when our dream was still just a sketch: the Segal Family Foundation, Konrad Adenauer Stiftung, Stanbic Bank, CivFund, Otuke District Local Government, Future Generations Foundation, Hope Smiles, and the PBE Foundation. Your faith has enabled us to redefine what is possible in rural Uganda.

As we look ahead to the next five years, our mission remains clear: to continue building dignified lives and sustainable futures in Otuke. In doing this, we will undoubtedly emerge as a leading experimental SDGs/Smart/Eco village model for Africa by 2030.

Ojok Okello
FOUNDER & CEO, OKERE CITY

2019-2024 AT A GLANCE



\$500K

Invested in local
development projects



10,000

People served



80

Direct jobs created



150

Indirect jobs created



20

Small and Medium
Scale Businesses
(SMEs) launched



25

Metric tons of Shea Butter
sold



1,500

Local and international
tourists/visitors welcomed



15

International and local
partnerships and collaborations

2019–2024 RESULTS FRAMEWORK

STRATEGIC GOAL	KEY OBJECTIVES	OUTPUTS	OUTCOMES	IMPACT
CHAMPION LOCAL ECONOMIC DEVELOPMENT	Increase rural incomes, create jobs, strengthen agricultural value chains	– 1 Village bank established. – 10 VSLA groups functional – 1,000 accessed micro-loans. – 15MTs of Shea butter processed and sold. – [Shea Butter] 9,000 customers (B2C). – [Shea Butter] 5 customers (B2B). – 10MTs of rice produced and sold. – 20MTs of maize produced and used for feeding school children. – Small business incubation platforms created. – 10-Acre Irrigation Farm established.	– 80 direct jobs created. – 150 indirect jobs created. – 1,000 households with 3x increase in household incomes. – 10 local businesses established. – 20,000 customers served. – 500 women members actively participating in the Shea Cooperative activities. – 98% increase in production efficiency in the shea cooperative.	– Resilient and diversified local economy. – Improved household income
STRENGTHEN CHILDREN AND COMMUNITY EDUCATION	Improve literacy, vocational skills, and educational access	– Weekly Functional Adult Literacy (FAL) classes conducted. – ECD and primary education facilities operational. – Vocational training lessons conducted. – Arts & cultural programs organized.	– 200 adults attending Functional Adult Literacy (FAL) classes. – - Adult literacy rates increased by 30% – 300 children accessing ECD programs. – 150 youth skilled in vocational trades. – 500 children attending primary educational programs.	– Better educational attainment and skills development. – - Empowered youth and adults capable of contributing to local economic development.

STRATEGIC GOAL	KEY OBJECTIVES	OUTPUTS	OUTCOMES	IMPACT
			- 25% reduction in primary school dropout. - 500 primary teachers equipped with new and innovative teaching and curriculum/content delivery skills.	
FACILITATE ENVIRONMENTAL MANAGEMENT	Protect biodiversity, W increase tree cover, promote sustainable agriculture	- 5,000 tree seedlings raised. - 1,000 shea trees planted. - Environmental awareness campaigns organized reaching 5,000 people. - 200 members of local authorities trained on conservation and protection. - Sustainable farming techniques promoted.	- 98% reduction in shea trees' destruction. - Anti-Shea Tree's Destruction Bylaws passed in 15 villages. - Community-led enforcement of environmental laws. - 500,000 shea trees conserved and protected.	- Greener, climate-resilient village - Sustainable land and natural resource management
IMPROVE HEALTH OUTCOMES	Enhance access to healthcare, nutrition, and clean water	- Community Health Centre operational - WASH programs implemented. - Maternal and HIV/AIDS services provided	- 10,000 patients served - Access to safe water for 1,000 people - 99.9% reduction in waterborne diseases particularly cholera and bilharzia. - 4,000 people received quality dental care through oral health camps organized in partnership with Hope Smiles.	- Healthier population with reduced morbidity and mortality - Improved maternal and child health

STRATEGIC GOAL	KEY OBJECTIVES	OUTPUTS	OUTCOMES	IMPACT
PROMOTE GENDER EQUITY AND WOMEN EMPOWERMENT	Increase women's participation in education, leadership, and economic activities	– Scholarships and FAL programs targeting women – Women-led cooperatives and businesses supported – Leadership training for women.	– - 500 more women can now read and write. – - 65 more women assumed political, cultural and community leadership positions. – 25% reduction in cases of Gender-Based Violence (GBV). – - 80 women skilled in tailoring, fashion and design. – - Girls' primary school enrollment increased by 25%. – - 8,000 women accessed primary health care services at Okere City Medical Centre.	– Reduced gender disparity in education, leadership, and economic participation.
ENSURE ACCESS TO WATER, ENERGY, AND INFRASTRUCTURE	Provide sustainable and reliable services	– 5 Boreholes drilled & maintained – Solar energy installations – Irrigation and agro-processing facilities operational – Roads and infrastructure developed	– Year-round access to water and energy at Okere City serving 1,000 residents. – Free daily Internet access advanced to 500 people. – Solar lighting serving 1,000 residents, including school students. – 30 permanent houses constructed. – Water supply installations serving 2,000 people daily.	– Sustainable infrastructure enabling economic growth and improved quality of life

STRATEGIC GOAL	KEY OBJECTIVES	OUTPUTS	OUTCOMES	IMPACT
SUPPORT SPORTS, ARTS, AND CULTURE	Foster social cohesion, youth development, and heritage preservation	– 1 sports ground constructed including – football pitch, volleyball court, and netball court. – 30 cultural festivals and artist residencies held attracting 10,000 participants. – 5 theatrical and music programs organized attracting 2,000 participants.	– 1,500 youth participating in sports – 10,000 community members participating in arts and cultural activities. – 1 national cultural tourism award won. – 1 regional schools MDD competition won. – 1,500 community and cultural tourists visited. – 5 theatrical and music shows organized attracting 2,000 attendees. – 20 traditional songs recorded. – 85 traditional music and dance groups supported.	– Vibrant, cohesive, and culturally proud community
BUILD INCLUSIVE, SAFE, RESILIENT, AND SUSTAINABLE COMMUNITY	Enhance safety, inclusivity, and sustainable urban design	– 1 playgrounds and two community centers established – 50% of the built environment made with local construction materials like bamboo, eucalyptus and elephant grass.	– 25% reduction in domestic violence. – 92% rate of community participation in Okere City project activities. – Free primary education advanced to 05 children with disabilities.	– Model rural city demonstrating resilience, inclusivity, and sustainability



80

DIRECT JOBS CREATED



1.000

HOUSEHOLDS WITH 3X INCREASE
IN HOUSEHOLD INCOMES



150

INDIRECT JOBS CREATED



20,000

CUSTOMERS SERVED



20,000

CUSTOMERS SERVED



500

WOMEN MEMBERS ACTIVELY
PARTICIPATING IN SHEA
COOPERATIVE ACTIVITIES

98%

INCREASE IN PRODUCTION EFFICIENCY IN
THE SHEA COOPERATIVE

Abongi, a local barber supported by Okere City is providing a service to a customer.

@Photo Credit: Zahara Abdul



KEY EDUCATIONAL OUTCOMES 2019–2024



200 adults attending
Functional Adult
Literacy (FAL) classes



Adult literacy rates
increased by 30%



300 children
accessing ECD
programs

Tr. Luis, teaching our inaugural primary school learners in 2022.



KEY EDUCATIONAL OUTCOMES 2019–2024



150 youth skilled
in vocational
trades



25% reduction in
primary school dropout



200 primary teachers
equipped with new and
innovative teaching and
curriculum/content
delivery skills



KERE
CITY

KEY HEALTH OUTCOMES 2019–2024

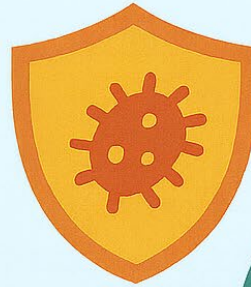


10,000

Patients serviced
with Primary Health
Care (PHC) services



**Access to safe
water for 1,000
people**



93%

Reduction in
waterborne diseases
particularly cholera
and bilharzia



4,000

People receives
quality dental care



KEY ENVIRONMENTAL OUTCOMES

2019-2024

98% reduction
in shea trees' destruction



Anti-Shea Tree's
Destruction Bylaws
passed in 15 villages

500,000 shea trees
conserved and protected



1,000 shea trees planted
Environmental awareness
campaigns organized
reaching 5,000 people

200 members of local
authorities trained on
conservation and protection



200 members of
local authorities
trained on conservation
and protection



SHEA TREE CONSERVATION & PLANTING

KEY ARTS & CULTURE OUTCOMES 2019–2024



1,500 youth
participating in sports



10,000 community
members participating
in arts and cultural
activities



1 national cultural
tourism award won



1 regional schools'
MDD competition won



1,500 community and
cultural tourists visited



5 theatrical and music
shows organized attracting
2,000 attendees



20 traditional songs
recorded



85 traditional music
and dance groups



ARTS & CULTURE



KEY GENDER EQUALITY & EQUITY OUTCOMES 2019 - 2024



500

More women can
now read and write



65

More women
assumed political,
cultural and
community
leadership positions



80

Women skilled in
tailoring, fashion
and design



8,000

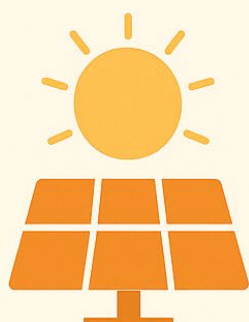
Women accessed
primary health care
services at Okere
City Medical Centre



KEY INFRASTRUCTURE OUTCOMES 2019-2024



Free daily
internet access
advanced to
500 people



Solar lighting
serving 1,000
residents,
including school
students



30 permanent
houses
constructed



Water supply
installations
serving 2,000
people daily



Media Highlights

MAJOR COVERAGE IN



25

International



15

National



10

Local

Media Outlets

Reaching 250,000 people worldwide

Media Highlights

Social Media Coverage 2019–2024



500

YouTube Subscribers



3,800

Facebook Followers



700

Instagram Followers



1,650

Twitter/X Followers



481

LinkedIn Followers



5,500

TikTok Followers



12,000

Website Visitors



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WHAT PEOPLE SAY

“

In many ways, Okere City is not just a place. It is an experience of a transformational community that endeavors to implement the SDGs through their different initiatives. They are preserving culture; improving literacy rates both among the children and the elderly through the adult literacy program; promoting economic development through the Shea Butter business.

Diana Ondoga, Corporate Investment Lead,
Stanbic Bank, Uganda



“Being with Okere City from its very beginning and witnessing its growth has shown me what a determined community can truly achieve—Okere City is not just a project—it is a living story of resilience, hard work, teamwork, and impact. It is a testament to how people, united by a shared vision and purpose, can build something extraordinary. Every milestone we celebrate is proof that rural communities have the power to shape their own future with dignity and pride.”

Maureen Agena

ICT Governance Expert
Board Advisor, Okere City

"You may need to visit Okere City one of these days and witness the wonder of the human spirit at work. Hurray! Okere City for helping your people in ways that continue to elude most common men".

Sam Stewart Mutabazi,
Urban Development Expert



“Okere City’s 5-year journey is a story of how dedicated sustainability advocacy and action can transform a community and serve as global model for generational land restoration, Poverty eradication, and sustainable development. I am particularly excited about the project’s “Okereconomics” model of sustainable social enterprises, including education, agribusiness, and healthcare, built on the local shea butter economy”

Timothy Masembe
Sustainability Manager, United Nations
Federal Credit Union (UNFCU)
I Board Advisor - Okere City

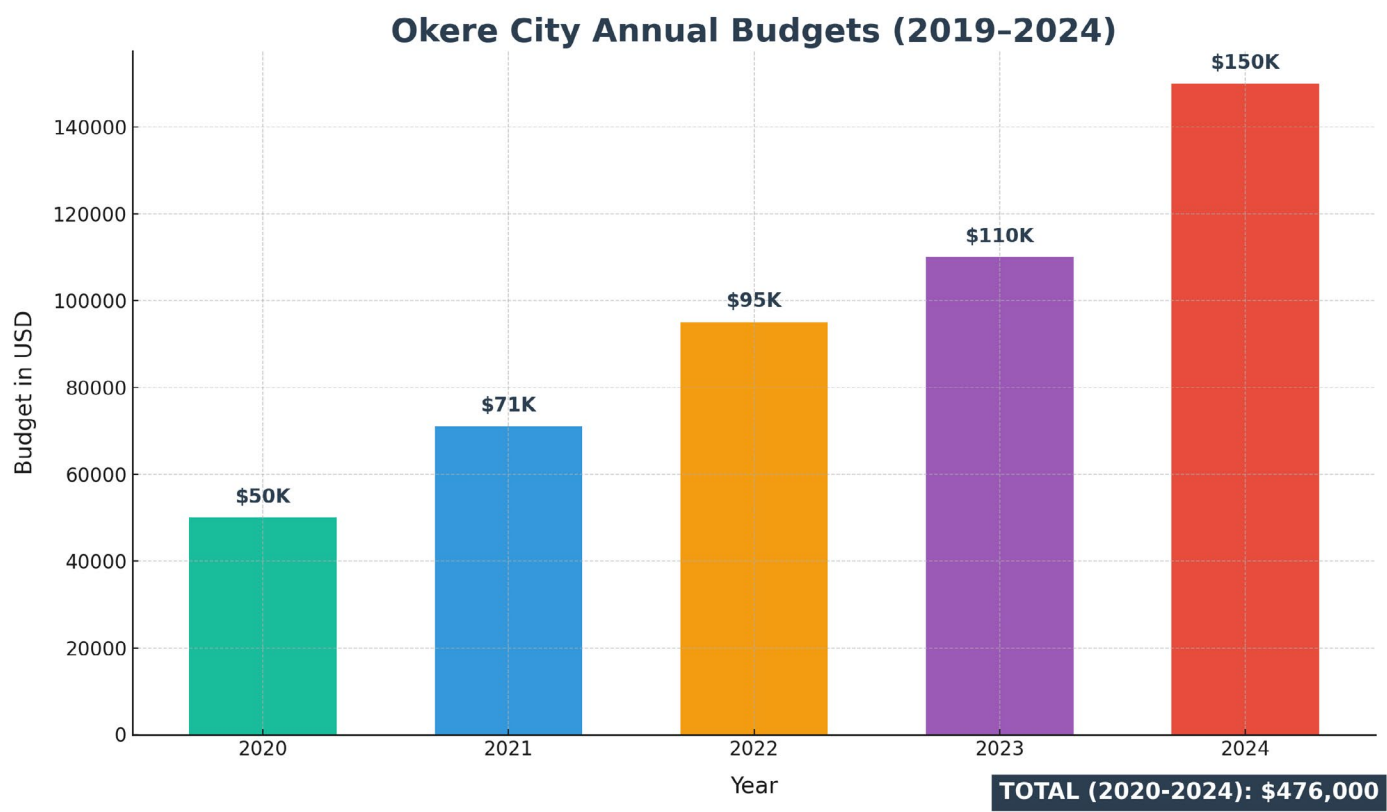


“If the mood in Okere City is anything to go by, how it pulsates with life and springs with pomp and enthusiasm, then the concept of Okere City has been bought into by the community. The spirit that binds Okere City is otherworldly.”

Anna Grace Awilli,
Poet, Writer & Vet Doctor

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Financials



PARTNERS

