2016 ANNUAL REPORT
OUR MESSAGE:

We are very grateful for the year 2016, our turning point in the life of our organization was that day, when Segal Family Foundation accepted to take us on as one of their partners. We are so grateful to the entire Team of SFF, especially Jude Mugisha who initiated the idea and everyone who supported it. Ever since then, we have gone miles. The funding greatly changed our operations, gave us a new dimension of thinking and approach to many things. The milestones agreed upon have made us improve the health of our organization tremendously. We have got many partners, thanks to the SFF networks that have helped us build our capacity immensely. We can’t be more grateful to Segal Family Foundation.

2016 has been a year of our turn point as a cultural troupe to an extent that we were invited to entertain the Team from Isha Yoga Foundation on their visit. Because of our output, we were privileged to be invited to perform at the Mahashivratri Festival in India. This will be a wholly funded trip with all costs met for two weeks. We are sure this trip will open up more opportunities and platforms to Rockies to expand its social capital wings. The year 2016 has been quite generous to Rockies to the extent that we were not only nominated but also awarded the Ekkula – Pearl of Africa Tourism Awards. This was against a larger number of cultural troupes in Uganda and our fist time to win the award. Words are not enough to express our sincere gratitude to everyone who contributed to our success.

Ssozi Brian
Executive Director
ABOUT ROCKIES

Rockies Organization was started in 2012 with a major aim of facilitating and empowering young talented less privileged people in performing and creative arts. To make them professional performers who are self-reliant. We search, identify, motivate and facilitate the development of talents of youth from diverse backgrounds, advance their entrepreneurship skills, support them in education, healthcare and give them the opportunity to showcase their talents as they embrace cultural diversity.

- **Mission Statement**

  To facilitate and empower less privileged but talented young people in performing and creative arts, through a holistic approach to talent developing, entrepreneurship skills advancement, health care and education.

- **Vision:**

  Rockies Organization’s vision is a self-sustainable generation of professional young talented people, embracing cultural diversity, with peace and sustainable development.

- **Our Core Values:**

  1. Cultural pluralism and heritage
  2. Social transformation through talents
  3. Moral uprightness and Unity of purpose
ISHA YOGA FOUNDATION:

We were invited for a performance of 10 minutes for the 300 participants’ event convened by The Isha Yoga Center at Munyonyo Resort Hotel on 24th May 2016. This was to showcase the diverse African Cultural dances for entertainment. Being a brief invitation extended to us, we decided only to perform the sound of the African drums. Our performance was taken to the exhilarating liking of the crowds, that even a number of guests inclusive of the Master Sadhguru, were compelled to dance to the African Drum beats we played. This made headlines for a number of media houses back in India. On his return, he seemed not to get over the performance, compelling him and his followers to invite Rockies for a test of these drum sounds in India a trip we shall have in the year 2017.

The Kabaka’s 23rd coronation:

To our honor and much more pleasure, Rockies Troupe was invited to take part in the entertainment of the guests invited for the celebration of the 22nd Coronation anniversary of the Kabaka of Buganda. Buganda is the largest cultural Kingdom in Uganda headed by a king known as the Kabaka. We could only perform our best to not only entertain the present guests but also enlarge our clientele. This turned out a tremendous success for the organizers were satisfied with our performance.
Segal Family Foundation AGM:

Early August 2016, was a period of our turning point in life. We were approached by Mr. Patrick Jude Mugisha, a Program Officer at Segal Family Foundation. He needed an organised cultural entertainment group for the foundation's Annual General Meeting. Being in our nascent stages of public entertainment, he needed re-assurance of our quality and ability to deliver to his expectations. He watched some of our videos and confirmed our expertise and agreed to take on our entertainment services. It was at the end of our performance at the General Meeting that he fully built trust and understanding of our troupe. After our performance we interacted more, sharing with him our history and vision. This culminated into the official partnership between Rockies Organization and Segal Family Foundation. Through this partnership, we have gained both moral and financial support. Below are pictures of the Segal Family Foundation Annual General meeting performance.
Make Them Smile Concert:

As part of our fundraising strategy, we prepared a public concert which we dubbed the Make them Smile Concert. This was the first debut concert organized to fundraise resources for the organization to acquire land and build a model center which will act as an incubi homer for young talents in the art industry -Talent Academy, a center for preservation, promotion and celebration of cultural diversity, where creativity and discovery of new cultural horizons through art and culture, teaching the youth better communication and interactive skills, for Peace and Sustainable Development would find a home.

The concert was hosted at club obligato, Bombo road, on the 23rd September 2016. We were joined by Performers from different cultural Troupes, and prominent singers in the country who supported our cause. We put up an energetic and thrilling performance that left everyone who attended including fellow artists in an awesome mood. We performed beyond their expectations and we gave them too much than what their eyes expected. We were able to get some resources from the concert, although we did not reach our expected target. Being the first concert, we encountered a lot of challenges, which we believe became lessons that will help us organize better concerts in future. We intend to host a concert as this annually. In five years to come, we would wish Make Them Smile Concert, to be among the best ranked cultural events of the year.
Milege World Music Festival:

This was our first international festival that we attended and performed. It was scheduled for 25th-27th November 2016, at Botanical Gardens Entebbe. This festival gathers an international audience and brought various artists from the African continent and beyond, to perform to the lively audience. This was another great platform for us, we were not only exposed to an international audience, but also to a variety of cultures, dances. We as well chanced on a number of new social connections. We performed dances from South Africa, Rwanda and Uganda. It was massively publicized since one of the major television in the country, (NBS) was covering the whole festival which it replayed in the next couple of days, and Rockies featured almost 70% of the coverage.

Best tourism song of the year:

Early 2016 in February the song Bwojo by Nichoe Kitone in which we feature and contributed to the making of its video, was nominated and won the award of the Best Tourism Song of the year 2015/2016, this contributed to our audience and fame, leading to the nomination of Rockies Troupe in January 2017, under the category of the Best Traditional Cultural Troupe of the year, by Ekkula – Pearl of Africa Tourism Awards.

We were blessed to have worked with many organizations and companies including but not limited to, Uganda Women’s Network (UWONET), as they were celebrating their womanhood as women in Uganda. They liked every bit of our performance and they promised to work with us, even in the future engagements. More still, we performed for Simbanet at their corporate dinner at Serena Hotel, then Uganda National council for Science and Technology (UNCST) where we presented a tailored play for 30 minutes, teaching research participants how to respect patients and respecting their profession, and later a cultural entertainment. We also welcomed back the Indian Youth, who had gone to United Arab Emirates (UAE) for sports competitions, where they won many medals and made Ugandans proud. This was at Agha khan primary school on the 20th of December 2016.
The year 2016 brought to us a pool of achievements both positive worth celebration and negative challenges worth taking lessons from.

Achievements

1. Rockies Organization had a golden chance of achieving a coveted partnership with Segal Family Foundation. This partnership positively changed the organization. The financial support led to more ease of available disposable resources which had always been a vision to achieve.

2. Through 2016 with advice and help of Jude Mugisha (SFF Program officer), we have been able to develop proper organizational systems and management structures. We are also finalizing with the strategic plan, comprehensive budgeting, book keeping, compiling data and documents in both soft and hard copies, developing a fundraising plan among others. This has been a great achievement since we had earlier lagged behind due to lack of them.

3. We happened to participate in the OpenIDEO challenge. An online competition of groups with ideas for change. Albeit we never emerged winners, we acquired a lot of knowledge on the Human Centered Approach systems and bettered our online image. Through sharing our idea, we got many collaborators who supported us, advised, improved and made our idea more visible and easily understandable. We were able to reach the last stage of the challenge.

4. Through our performances on various occasions, our publicity grew beyond Kampala city and country wide. We as well engaged more on our social media and through this, we have gained more publicity and positive light. We are found on Facebook: Rockies Troupe Uganda, Twitter: @rockiesorg and our website is www.rockiesug.org.

5. We were as well humbled to be invited to perform at the Mahashivratri Festival in India early next year 2017 by the Isha Yoga Foundation after our performance at Munyonyo Resort Hotel.

6. Rockies Troupe was much more privileged to secure a partnership with Nyaka Aids Orphan Project in this same year. With this strategic partnership, we hope to achieve beyond financial support and better the organizational culture we have taken up as a cultural and talent developing institution.

Challenges

- We lack Professional Music Machines (Public Address System), for live band to amplify our local instruments and also professional microphones for singing, in order to produce quality, standard and professional work for our clients. At times we work without machines or poor quality machines, which compromises the quality of our work, leading to presenting substandard work and spending much funds on hiring costs.

- Transport means is also another challenge we are facing. The rates of hiring are too high which lead to reduced profits, and also at times the hired vehicles are not punctual, causing us to reach late at venues for our performances, which kills our credibility and authenticity.

- Due to the government policy of expansion and development, there is an electricity line that is to be channeled through where we are currently renting. We are not yet certain of the actual date when the channeling will be done, but it also gives us sleepless nights, for it has been a wonderful home for us and many clients were used to where we are staying.
We may need to relocate soon, to another rental as we work to acquire our own.

- All most all the members of the organization go to school and it has been very challenging to pay their school fees and requirements in time for the past years, including the first term and second term of 2016. We thank God that in the third term, Segal Family Foundation was able to give us support which even increased the level of performance in class for most of the members.

- Medication is still a challenge for us as Rockies family, a lot is spent on medication bills and being the large family that we are, some communicable illnesses are easily spread thus stretching the bill more.

**Social impact**

- We got a number of talented children and youth those were either abandoned or had no families and have tried to nurture them to become upright people with developed talents for the future. They are currently staying with us at our home and we were able to paint a smile on very many people's faces.

- At the end of this year 2016, we made a retreat to sensitize around 100 youth in our community and to inspire them through dance, skits and real life experiences that are faced by the youth of the 21st century. This was at Aero Beach Entebbe. We also performed a skit to an audience of over 700 people from different walks of the life sensitizing them on how one should behave whenever research is carried out. This took place at Serena Hotel Kampala.

- An entrepreneurship project was initiated in 2016 and many of our members and non member youth learnt how to make paper beads, books among others. It helped us reduce on the school requirement expenses and it also generated for us some income.

- We were involved in a reach out program were over 500 participant from all over Uganda attended. This project was spear headed by Uganda Women Network [UWONET] and we performed a number of dances on how to treat and support a girl-child in through the challenges they are faced with while growing up.

- We have valued much education, both for the girl child and boys. Learning doesn’t stop at school but it’s impact continues even to communities where we live.
OUR PARTNERS:

1. Segal Family Foundation:

Segal Family Foundation provides grants to grass root organizations, builds their capacity and connects them to other potential funders and collaborators. SFF has since November 2016 Partnered with Rockies Organization in a bid to realize not just our mission but also advance our vision and objectives. This partnership was confirmed in the month of November 2016. Before any other impact, just a mere introducing ourselves and say we are partners with SFF, the attention we receive has never been there before, so associating with such a recognized organization has made our profile very strong and respected.

We have greatly improved in record and data collecting, arranging and keeping. We have learnt how to improve on our storage of data from only hard copies to now soft copies. Our books of accounting have greatly improved and our financial discipline has greatly changed.

We now have a budget we are following unlike the past times, we could just get the money and spend without even taking records at times, but now, we have a proper budget we are following. We have come up with financial manuals that help us to know the procedures in finances and even other departments.

We have a strategic plan and a fundraising plan which we never had before. We used to do things as they could come or happen, but now we are working on a stipulated strategic plan.

We have developed organizational systems and structures, and all these achievements we credit Segal Family Foundation, because it was after meeting with their programs officer Jude, whom we agreed on certain milestones which we have worked upon, and we thank God who has enabled us achieve them.
2. Nyaka Aids Orphan Project:

Which offered to give us mentorship to see us grow our organization and become more relevant to the people we serve. Nyaka has helped us to develop a volunteer Manual which will help us with volunteers that will bring their expertise to our organization which will help its growth and them becoming our ambassadors as they go back to their homes.

- Whatever step we take, we keep him posted and he has always guided us like a parent in very many things. We can already see the positive impact towards understanding NGOs and how an organization has to be managed. He gives us a lot of tips on organizational structures.

3. Isha Yoga Foundation:

This has its headquarters in India and conducts Yoga classes all over the world. Our partnership with Isha Yoga Foundation, gave us an opportunity to be invited for our first trip abroad. We have never travelled out of Uganda as a Troupe, this will be our very first trip which will make history in our organization. It will be such a great experience that we cannot explain here, but all in all we know it will be a great exposure, our audience and coverage shall expand, more opportunities will be created and we hope that we shall always have this chance of travelling.

Isha Yoga Foundation has also contributed financially to our organization, we received a contribution from them in kind and cash, totaling to $25000. This helped us to acquire many things that we never had, whereas they were very crucial in our operations as an organization.

4. We are also in final stages of talks with BESO Foundation and Reach a Hand Uganda, to see how best we can work together on certain projects, which we are very certain that in the year 2017, we shall have many projects we shall work on together. These are inspirational organizations to us, they deal with the age brackets that we deal with and they have wider experience, in this field. We got a chance to have a look at their websites, read their programs and found out that we have a lot we can do together, we are already in negotiations and we hope that 2017, we shall have to roll out some projects together. This will increase our credibility and strengthen our profile as well.
Leadership Team:

Executive Director Ssozi Brian, Finance & Admin Eserie Namulindwa, Program Officer Bakyayita Julius, Operations Manager, Nabbanja Maria Sharon, General Secretary Nabukenya Agnes Maureen, Welfare Wagoina Samuel, Head of Productions Mataba Daglous, Instruments Manager Ssengeye Alex

Board Members:

Mrs. Sylvia Tumuhairwe Chairperson, (Deputy MD Finance and corporate strategy NW&SC), Bruce Balaba Kabaasa (Chairperson Makerere University Appointments Board), Rev Fr John Joseph Ssenkaali, (Youth Chaplain Mutundwe Parish and a professional Lawyer), Deacon Martin Sserunkuma (Great composer and Musician), Hon Mazzi Kakonge, (Minister for Research Buganda Kingdom), Mr. Aaron Bukenya Executive Director BESO Foundation,

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