



CAMERAS FOR GIRLS

Impact Report

Jan - Dec 2022

Thank You For Your Support!

Dear Friends,

I am happy to provide you with our Year End Report for the time period between January 1 - December 31, 2022. Wow, what a year it's been!

While we have only been a charity since September 2021, we have so much to celebrate, and below are the highlights:

- After a long wait due to COVID, we returned to Uganda for our 3rd training in June 2022 and had 15 young women join our training. Read more about it in our report.
- We raised just short of \$12,000 in our April "Bean-to-Bar Chocolate Fundraiser" - surpassing our goal of \$10,000
- We had our new website built by Ruha Thurairatnam of the [Designist Studio](#).
- We raised just over \$15,000 through [Canada Helps](#) and we have six monthly donors supporting our initiatives.
- We raised a total of \$6,722 from camera donations.
- We raised a total of \$5,000 from corporate sponsors + 1 Foundation Grant worth \$2,500.
- Canon Canada became a sponsor and wrote an article about us just before the holidays. You can read it at <https://canon.ca/en/Articles/2022/Cameras-for-Girls>.
- We hired a fundraising consultant to help us identify foundation grants in Canada and across Africa that will help us raise much-needed funding to expand our programming.

Our *mission* at Cameras For Girls is to empower females in Africa, endeavouring to become journalists. We do this through a 4-phase photography and business skills training. Many of our students, but not all, live in poverty. Thus, they have limited means to purchase a camera and/or pay for the required training. Placement in a job or as a freelancer makes this a requirement.

A camera provides much more than just a tool to make incredible images. It provides a way forward for females who constantly fight against gender inequality, a lack of opportunities, and societal expectations of a woman's place in the home, perpetuating the cycle of poverty.

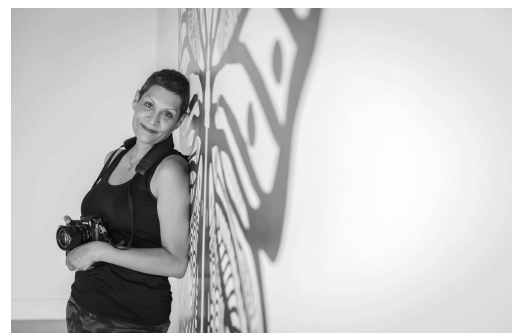
We are proud of what we have accomplished on a limited budget, but we know there is much more to do to effect massive impact and long-lasting change when it comes to gender equality. We are excited about the opportunities that will come in 2023, which will allow us to continue changing perceptions and enhancing more females' lives across Africa.

Thank you so much for being so supportive this year. We could not have done any of this without you by our side!

Please read the report and if you have any questions, don't hesitate to get in touch with me at amina@camerasforgirls.org.

With Gratitude,

Executive Director
Amina Mohamed
Cameras For Girls



Message from our Executive Director

The Problem:



The Problem We Are Trying to Address:

In many parts of Africa, females are told their lives don't matter. They are not given a voice against oppression or provided opportunities for paid work in the field of journalism unless they own a camera and know how to use it.

In many cases, they are married off after hitting puberty or denied an education because they are girls. This leads to further exploitation, underrepresentation, poverty, and gender inequality in all facets of their lives.



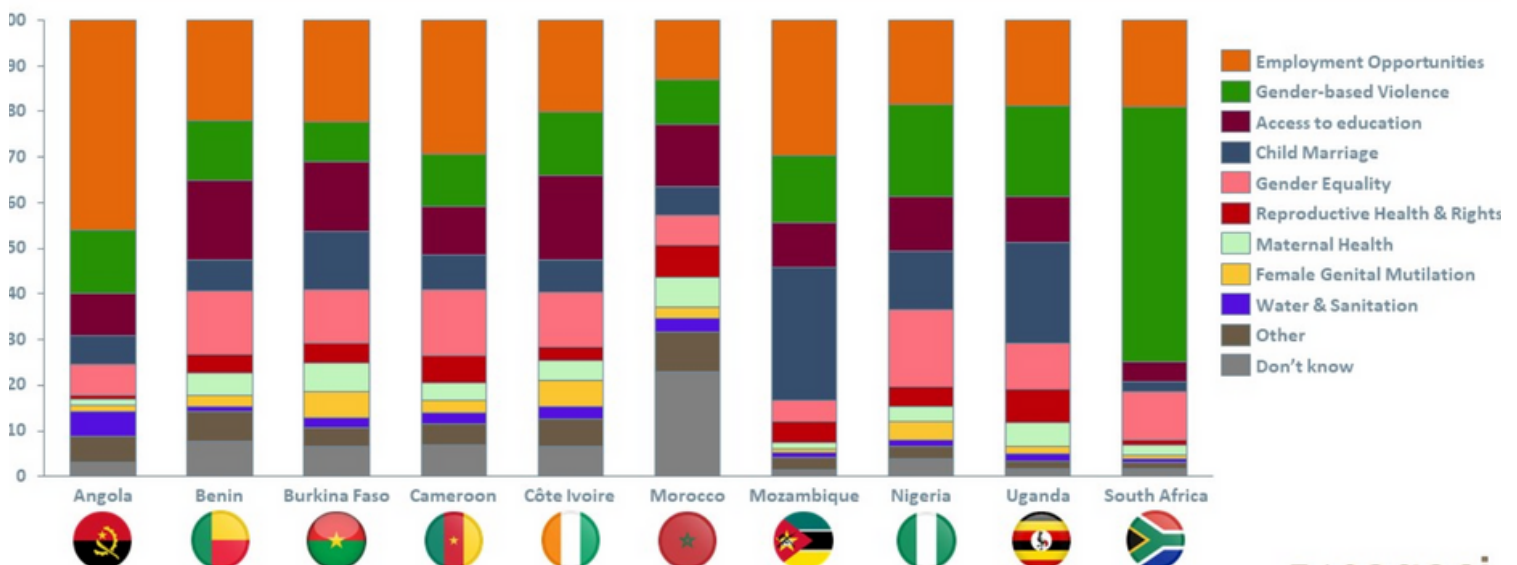
Many of our students explain the various issues they face as females living in African society, such as:

- Demand by employers for pay or sex when they seek a paid job.
- Unable to find paid work because of the current state of the economy or lack of skills.
- Underpaid for the same job that a male has - females are paid 17-35% less than males.

The Problem By The Numbers:



Across Africa, what do people think is the greatest issue affecting young women today?



Methodology: SagaPoll Surveys...
 Survey asked to 10,606 people across 41 countries in Africa. Selected countries shown above.
 Question: From the following list, which do you think is the greatest issue affecting young women in your country today?
 Date: February 2022

The Solution:



Where We Started:

Cameras For Girls is a registered Canadian Charity founded by Amina Mohamed in 2018.

The charity received official status in 2021 and was founded to provide free photography and business skills training to marginalized girls across Africa endeavouring to become journalists in male-dominated spaces. While they might graduate from a University based journalism program, the education is theory and not practical, thus leaving a wide gap in getting paid work.



Our Partners:

We work with local universities in the country to recruit students either in their last year of studies or those that have graduated but cannot find work because they lack a camera and the skills to use it.



Currently, we work with Makerere University and Uganda Christian University in Uganda. We are talking with the University of Dar es Salaam in Tanzania to run our 1st photography workshop, hopefully, later this year, once we raise sufficient funding.



How We Help Our Students Succeed:

We provide a 4-phase photography and business skills training, in-person through a 4-day workshop and online over a year-long period.

We teach our student's photography, storytelling and business skills, but we go further than that.

Because females across the developing world are oppressed and don't get opportunities that we do, we need to empower them. We teach our students to stand up for themselves and speak up for fair compensation, equal rights and more. When they have been oppressed for so long, it is difficult to get them to understand, but slowly we see a change from within, and they are also learning how to empower other females in their circles of influence.

Our Curriculum:



Our 4-Phase Curriculum Includes:

Cameras For Girls offers a 4-phase program encompassing photography, storytelling and business skills.

Phase 1: 4-day workshop in the country teaching the girls how to operate their cameras and to complete their first assignment. On the 4th day, we do a field practice day with one of our NGO partners to give the girls real-world experience and a start to their portfolio.

Phase 2: A year-long online training combining weekly zoom lessons, and monthly assignments. Includes access to our video training platform that allows them to watch and learn at their convenience.

Phase 3: Business skills training - building a resume, LinkedIn profile, business plan, money management, etc.

Phase 4: 6-12 month Mentorship for those that need extra support to reach their goals.

Phase 5: In development and coming in 2023.

Our Training in Uganda



The First 3-Days of Training

Our training in Uganda took place over four incredible days. We had 15 girls in total. Twelve came from Makerere University, two from Uganda Christian University, and one from a combined travel and journalism college program.

We held the training for the first three days in the conference room at Forest Cottages, where I was staying, which served a few purposes:

- It gave me a good home base to operate from and reduced travel time. You can sit in traffic for hours in Uganda, going nowhere.
- As I had two guests from the US with me, it allowed them to rest between our training days.

Each day we gathered at 10 am and ended around 4:30 pm. We broke for one hour for a sit-down meal to get to know each other and have a nutritious meal, as most of these girls only get one small meal a day.

During the training, we covered the exposure triangle, six ways to tell a story, composition and lots more. I also provided ample practice time with the cameras with in-depth reviews so that they could see their improvement each day.

Below are some of the images from our 3-days together.



Amina reviewing students photos



Vanitah explaining the Exposure Triangle



Amina demonstrating composition during practice



Daniel helping students with their camera settings

Our Training in Uganda



The 4th Day of Training - Where The Magic Happens

Teaching photography over three days is excellent; however, our goal for these students is to help them get paid work. Thus, we created a 4th day, which is all about field practice. The practice day helps the girls build a portfolio of images and articles to present at potential job interviews.

The field practice day took place one week after our 3-day workshop. Many of our girls are still in their last year of university, so it gave them time to return to school, catch up on any work missed and resume the training with us more relaxedly.

Our field practice partners are other charities or NGOs (Non-Governmental Agencies). We seek partners with similar themes, such as gender equality, female empowerment and education as a right.

Concern For The Girl Child is a Ugandan-based NGO that pays for girls to get an education from high school to university. Over 20 years in service, they have supported 1,000 girls to graduate.

Our girls got a full-day meeting with the staff and the beneficiaries and visited two schools where some of the students go to school. They also got to see one of the girls at her home.

As a thank-you, the NGO received the articles and images the students took to use in their marketing materials.

Below are some images from the practice day.



Melanie with a beneficiary of CGC



Our students interview a beneficiary at her home



Our students interviewing a beneficiary of CGC



Group shot after a terrific day working together

Our Impact To Date



Through our programming, both in-person and online, we have taught:

47

FEMALES in Uganda via our in-person workshops. We also continue to support some of our previous students from the 2018 and 2019 workshops.

FEMALES in South Africa via a 2-day online workshop in collaboration with Khwela Womxn in South Africa, who received four cameras from Canon Africa.

10

65%

of our **FEMALE** students in Uganda now have full-time paid work in journalism, photography and communications related careers.

We just trained 15 young women this past June in Uganda - many of them have graduated and are seeking work. Four of them now have full-time jobs.

15

Empowered Women Empower Women



Our Values:

- Female Empowerment
- Gender Equality
- Right to Fair Pay
- Supportive
- Collaboration
- Inclusiveness
- Diversity
- Integrity

Our Goals For Our Students:

- They are empowered to take control of their destinies.
- They learn a valuable skill set to help them find paid work.
- They are mentally prepared to face the challenges they will inevitably face.
- They are able to advocate for themselves and other females in Africa.
- They can empower the next cohort of students by building a supportive network of like-minded females.

About Our Students



Who are they? Where do they come from? How do we find them?



- Our students come from diverse backgrounds, economic statuses, and areas across Uganda.
- Of the 47 girls in our Uganda program, 95% came from the Communications and Journalism program at either Makerere University or Uganda Christian University, and 5% came from a Journalism diploma program at Kampala Business College.
- The girls range in age from 19-29 and are either in their last year of studies or have graduated but cannot find paid work because they lack the resources such as a camera and/or the knowledge to use it - which is a requirement for full-time employment.
- Many of our students come from rural areas to Kampala to seek education. Then upon graduation, if they have not found a job, they return to their villages, where opportunities do not exist. Thus it is in our best interest and theirs to provide access to these skills so that they can expand their opportunities and escape poverty.

Student Success in 2022



Below are just some of the Student success stories we are proud to share:



Patience Natukunda completed her training with us in 2020, and then COVID happened. She kept going to her job writing for an online newspaper but was not getting paid. When we met again in Uganda the night before my 3rd workshop began, she told me of her troubles, and I then set her up with a mentor, who helped Patience move forward with her goal to become a travel writer. Three months ago, Patience won "Travel Writer of the Year" in Uganda and is now writing for many travel businesses across Africa and has started a consulting business.

Brandy, a prolific videographer, having learned with the camera we provided, started not one but two podcasts in Uganda. The first was called "Live It Up," about cancer survivors, and the second was "The Uganda Podcast," which teaches the youth to get involved with politics. Brandy is currently in Estonia, representing her country at the United Nations Assembly for Youth.



Vivian took our training in 2019. After learning more about Cameras For Girls, she took on a job as an Executive Director for an NGO in Uganda. She spearheads many initiatives, but her leading cause is teaching girls and boys in rural Uganda about menstrual health and overcoming "period poverty."

Lydia graduated with a bachelor's in Communications and Journalism. She desired to become a journalist, but then she got her hands on a camera and the Cameras For Girls training and fell in love with photography. She now runs her own photography company doing weddings and events and has also started hiring other females to work under her company - now that's female empowerment at work.



See more success stories on our website at www.camerasforgirls.org

Our Students Work



Photo by Immaculate Bazira



Photo by Joyce Mollan



Photo by Kyomuhendo Grace



Photo by Lydia Nakiwala



Photo by Lydia Akulla



Photo by Noeline Nabukenya

Celebrating Melanie Joyce Nabukwasi

Melanie is in our current group of students and started her training with Cameras For Girls in June 2022. She wrote to me a few months ago to help get her over the financial hurdle of producing her first book. By the time she approached us, she had already designed the book and arranged for the book launch and publisher but lacked the funds. We supported her initiative and purchased 20 books to bring back to Canada when I go to Uganda next June.

Below are some images from Melanie's book launch.



By The Numbers



CAMERAS FOR GIRLS

We Raised the Following This Year:



In 2022 we raised \$15,265.95 through Canada Helps with 6 recurring monthly donors. Canada Helps has become our major way to fundraise. (Includes our Giving Tuesday/Year End Campaign).



We raised \$6,722 from in-kind donated cameras. Our friend at Brian's Camera Shop takes the donated cameras we can't use, sells them and gives us the money to purchase the cameras we do use, which are the Canon G1Xii.



We raised \$7,500 from corporate donors (Prasad Family Foundation, GTA Imaging, Smart Home Choice, Uniglobe) with one recurring donation of \$1,000 per year over years. + 1 Foundation grant via the Lewis & Ruth Sherman Foundation.



Through various fundraising campaigns, we raised a total of \$11,565 from our Bean-to-Bar Chocolate fundraiser, \$2,360 from our Giving Tuesday campaign and \$5,311 from our Year-end campaign.



Currently on hand, in our bank account \$20,106.00

Where Will We Spend The Money in 2023

#1

We will invest in our 2023 Uganda workshop (cameras, workshop-related costs, travel, etc.) and when we raise further funds this year, we will invest in our first workshop in Tanzania (costs to include R&D on the ground).

#2

We will invest in a grant program that will allow us to find granting opportunities through foundations in Canada, the US and across the African diaspora.

#3

We will attend a few gender-related conferences to build our network, attract funding and learn more about how to elicit further change when it comes to #gender equality

#4

We will continue supporting our students through our programming initiatives, which include financial support, mentoring, help with building their resumes and cover letters and building a network of other supportive females.

The Economic Case For Our Work

40%

Women who took further training outside of the school setting, saw their opportunities and incomes increase by 40%.

Women who took no further training outside of the school setting, saw their opportunities and incomes decrease by 25%.

25%



Our Supporters



It goes without saying that our board and volunteers are the lifeblood of any organization. I want to take the time to recognize them here.

- First, my sister, **Farah Mohamed**, has supported my efforts from day one and is the board chair for our charity.
- **Cristina Sacco** is a fantastic photographer and serves on our board.
- **Kelsie McKay** transitioned from volunteer to board member earlier this year.
- **Mohib Malik**, a student from Toronto Metropolitan University (formerly Ryerson) worked with me from January to April and then again as a volunteer to assist with our social media and was instrumental in making our Bean-to-Bar Chocolate fundraiser a rousing success.
- **Kenny Mulinde** is a part of our team in Uganda and volunteers his time to teach our students how to edit their photos.
- **Daniel Moxie** is also a part of our team in Uganda and takes headshots of the girls and also assists me during the 4-day workshop to document the work we are doing.
- **Tendo Rachael** joined our Ugandan team in July and helps teach the girls digital marketing so that they can be seen and recognized.

We look forward to announcing our new board members and advisory board members soon.

Partners & Sponsors

The Canon logo is written in its signature red, bold, sans-serif font.

The LENS PEN logo features the word 'LENSPEN' in white, uppercase, sans-serif letters on a black rectangular background.

The kelbyone logo consists of a cluster of small white dots to the left of the word 'kelbyone' in a lowercase, sans-serif font.

The GTA IMAGING logo features a red camera lens icon above the text 'GTA IMAGING' in a bold, sans-serif font, with 'PRO | PHOTO | PRINT' in a smaller font below it.

The pc/nametag logo includes a red square icon with a white 'p' and 'c' inside, followed by the text 'pc/nametag' in a sans-serif font.

The SMART HOME CHOICE logo features a house icon with a red roof and a white body, followed by the text 'SMART HOME CHOICE' in a bold, sans-serif font, and 'REAL ESTATE INVESTING, COACHING AND EDUCATION' in a smaller font below.

The OSSTF/FEESO logo features a blue and yellow crown icon to the left of the text 'OSSTF/FEESO' in a sans-serif font.

The GRAYL logo is the word 'GRAYL' in a bold, black, sans-serif font.

The Uniglobe. Voyages Lexus logo features the word 'Uniglobe.' in a white, sans-serif font on a dark blue background, with 'Voyages Lexus' in a smaller, white font below.

The SENSOR TECHNOLOGY PRASAD FOUNDATION logo features the word 'SENSOR' in a bold, blue, sans-serif font with a red signal icon, 'TECHNOLOGY' in a smaller font below, and 'PRASAD FOUNDATION' in a bold, blue, sans-serif font at the bottom.

The Designist Studio logo features a red circle with a white 'Ds' inside, followed by the text 'The Designist Studio' in a red, sans-serif font.

Our Donors -2022



Through the various fundraisers we held in 2022, we want to thank all of you for donating money and/or cameras to support our cause.

Abby Gazdar	Enda Soostar	Kim Jacob	Paul Fleiszer
Aba & Diu Mohamed	Eswar Prasad	Koryn Heisler	Peter Dryer
Ali Hanyaloglu	Farah Mohamed	Lauren Small	Peter Sahlas
Alisa Speese	Francis Mackan	Lauren Page	Philip Fung
Alisha Kanjithani	Francois Di Marzio	Lawrence Jardin	Rachel Pavan
Alison MacCallum	Guido Chezzi	Lee Walker	Ray Dassylva
Amina Mohamed	Habib Ullah Khimany	Leeann Thompson	Raymond Chan
Anar Amlani	Habiba Punjani	Leila Brown	Raziya Vellani
Andrew McGee	Harman Kaler	Liaquat Pirani	Rebecca Haggith
Andrew Slonetsky	Heidi Bonnell	Linda Tayrien	Robert Aloisio
Ann Becks	Heather Knox	Linda Terry	Robert B, Waind
Ann Todt	Ian Marshall	Liz Isaak	Ross Reimer
Anna Dyring	JackGibson	Lori Spadorcia	Ruby Virani
Anne Mclellan	Jackie Dean	Loma Stolarchuk	Ryan Fung
Annie Sakkab	Jane Sherk	Marcelle Winter	Sabrina Francescut
Annique Boelryk	Jeff Riediger	Marco Di Marzio	Sandra Graham
Ashley McKay	Jennifer Plante	Marda K. Tancred	Sandra Sacco
Aslam Shaikh	Jennifer Sloan	Margaret Rose	Sandra Valks
Azim Jamal	Jessica Houssian	Margaret J. Cherry	Sandra Zed Finless
Barbara Day Wills	Jim Barr	Mark Shay	Sarah Evans
Becky Haggith	Jim Chagnon	Marla Accomando Themeles	Shafique Pirani
Benjamin Nowak	Jim Guo	Matthew Fung	Shaheen Sultanali
Benoit L'Archeveque	Jim Prapavessis	Maryann Kerr	Shamshad Jaffer
Beverly Tyler	Joanne Fung Kischuk	Maya Contreras	Shanda Williams
Brian Austrom	Joe Seara	Merwan Kalyaniwalla	Shasha Wang
Bruce & Sharon McKay	John Meredith	Mike Porter	Shebina Amlani
Bryan Gueco	Jordan Todd	Mike Veldhuizen	Shelley Davis
Caroline Almas	Joseph Manzillo	Mitch Frazer	Shemina Patni
Carolyn Ray	Joy Packham	Monique Moore	Sherry Prenevost
Carolynne Jardine	Joy Martin-Brown	Murad Bhimani	Sperry Bilyea
Catherine Borchuk	Joyce Perrin	Muriel Jones	Susan Harper
Cathy Mann	Judith A. Todd	Myriam Lynde	Suzanne de Lint
Chris Fung	Juliana Williams	Naaznin Jetha	Sylvia Haines
Chris Malette	Justin Fung	Nadine Ponte	Tina Mistry
Christopher Vollan	Karen M. Wood	Nadir Patel	Tomas Lind
Cindy Babcock	Karim Dhanani	Naseem Nuraney	Tracy Dougherty
Colleen Kennedy	Karin Fung	Natalie Daher	udo E Schafer
Craig Marshall	Karine Cousineau	Nazlyn Pirani	Vince Maidens
Cristina Sacco	Katherine Varteressian	Neil Pakey	Wally & Alison Chinn
Cynthia McEwan	Kate Marshall	Nicholas Talarico	Wanderful
Cynthia Trifiro	Kelly Graham	Nigel Fung	Yasmyn Pirani
David MacAlpine	Kelsie McKay	Noor Jadavji	Zahirali Lawji
David Tonin	Ken Bolton	Ony Rahemtulla	Zahra Rahman
Deidre McNeil	Ken Dodge	Parvis Dhanani	Zarah Walpole
Donna Attridge	Kenneth Fung	Patricia Torsney	
Donna Macdonald	Kerri Vane	Patricia Won	
Elizabeth Harding	Kim Furlong	Paul Chagnon	

Grants



Corporate & Foundation Grants

We also received some corporate and foundation grants this year and would like to extend our gratitude to our sponsors, corporate partners and foundation grant partners.



Canon Canada donated \$2,000 worth of cameras, towards our last training in 2022.



Eswar and Shashi Prasad are supporting Cameras For Girls with \$1,000 every year through their family foundation grant for the next 5 years.



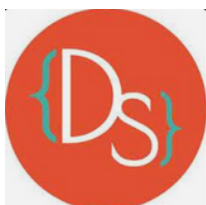
KelbyOne has been supporting CFG since 2018 and continues to provide us with two licenses every year so our students can access photoshop training.



GTA Imaging has supported us for the last few years with a \$500 Corporate Donation.



Smart Home Choice gave us a \$500 corporate donation.

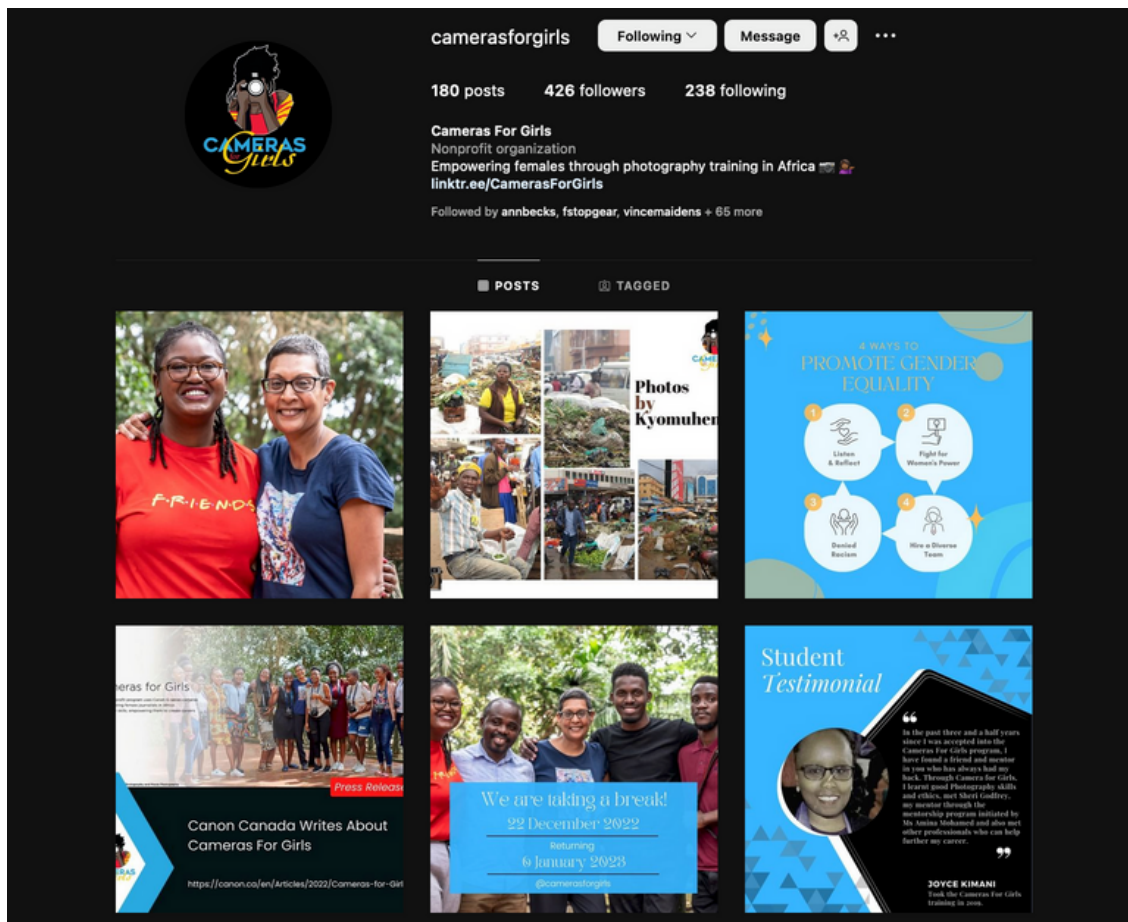


Ruha Tharairatnam donated her services this year to build us a brand new website, which we are so thrilled with.

THE LEWIS & RUTH SHERMAN FOUNDATION

We received a generous donation of \$2,500 in support of our work from the Lewis and Ruth Sherman Foundation

Get Social With Us



Our Social Media Links



<https://www.facebook.com/camerasForGirls>



<https://www.instagram.com/camerasforgirls/>



<https://www.linkedin.com/company/cameras-for-girls>



<https://twitter.com/camerasforgirls>



<https://www.pinterest.ca/CamerasForGirls/>



<https://www.camerasforgirls.org>

We thank you for your ongoing support of our programme



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