

Project-Framing Questions

FFECL (Flora Fauna Env. Conserv. Ltd.)

A women-led community development and ecological restoration initiative based primarily in Walukuba East and the wider Jinja District area of Eastern Uganda, founded and led by Evelyn Namuwolo through FFECL.

The project brings together regenerative agriculture, zero-waste farming, smallholder farmer training, women-led cooperative enterprise, early childhood support, nutrition, ecological restoration and transparent project control. Working in a peri-urban setting where urban pressure, informal settlement, farmland, waste-management challenges and rural livelihoods meet, P371 aims to help women, youth, caregivers, children and smallholder households build more secure food systems and more resilient livelihoods.

Historical evidence also links the initiative to TTGD EcoSociety Uganda - Jinja and to wider Eastern Uganda replication potential, while the current Project Info record should treat Jinja/Walukuba East as the primary scope unless wider districts are confirmed. The project is now moving from early grassroots and pilot activity into a more structured phase that needs stronger planning, funding, partnerships, governance and reporting to grow reliably and sustainably.

BUSINESS INFORMATION

BIQ01 - What is the official name of your organisation/project (and any registration number if you have one, plus main contact, email address and phone number)?

Official name across the files is FFECL, expanded in different documents as Flora Fauna Environment Conservation Ltd / Flora and Fauna Environmental Conservation Limited. The Jinja EcoSociety wording appears as a project or network framing rather than the safest legal identity. Main contact: Evelyn Namuwolo, Founder/Director; email ruralwoman.eve@gmail.com; phone +256 784 984 412 (an additional project phone +256 754 927 112 is also listed). No registration number was found in the attached files.

BIQ02 - Are you registered (NGO / CBO / company / informal group)? If not, do you want to register?

FFECL is described in the files as a grassroots/community-based organisation and also as a Ugandan NGO founded in 2018. The evidence does not clearly prove the current registration number or exact legal registration category. The EcoSociety wording should be treated as a programme or community development model hosted by FFECL unless separate registration is confirmed. Formal confirmation of registration status would help donor confidence, funding and governance.

BIQ03 - What location(s) do you operate in (town/county/region)? Any plans to expand?

Current operating base is Walukuba East / Mbikko town near Njeru, Jinja District, Eastern Uganda, with linked or historical activity in wider Eastern Uganda including Pallisa, Kayunga, Luweero and Namutumba. For current definition purposes, Jinja / Walukuba East should be treated as the primary project geography, with wider districts described as historical context, partner geography or potential expansion unless confirmed active.

BIQ04 - What problem are you solving in one sentence?

The project is solving food insecurity, ecological degradation and weak early-childhood/community support by building a women-led, zero-waste agriculture and community development model.

BIQ05 - What does "success" look like for you in 6 months and 12 months?

In 6 months, success would mean active training groups, visible cultivation, regular community meetings, simple PHC-style reporting, and an operating early learning/childcare pilot with women engaged in production. In 12 months, success would mean stronger yields and incomes, a functioning small processing/training base, better market access, value-added products, and a documented model ready for local replication.

BIQ06 - What is your biggest constraint right now (money / people / equipment / skills / trust / transport / time / other)?

The biggest constraint appears to be money/capital first, followed by missing equipment/infrastructure and transport/logistics. The files repeatedly point to lack of funds for training, facilities, processing, certification, storage and reliable operations.

BIQ07 - What are the top 3 priorities you want help with immediately?

Top 3 immediate priorities are: 1) funding for tools, irrigation, shelter, processing/storage and childcare/learning space; 2) training and systems support in agroecology, cooperative management, safeguarding/reporting and market readiness; 3) stronger market linkages, transport and value-addition capacity so produce generates stable income.

BIQ08 - What partners do you already work with (government, clinics, schools, NGOs, churches, local leaders)?

Existing partners and supporters mentioned in the files include FFECL, Order Efficiency Ltd / the PHC Service, local authorities, district agricultural extension officers, local elders and landowners, local educators/early childhood volunteers, community members, and prospective technical partners such as Caritas and Kulika. TTGD appears in historical/network material, but should be presented as a secondary affiliation or past support reference rather than the lead project identity. Schools and community groups have already been engaged through tree distribution, talks and sensitisation activities.

BIQ09 - What systems do you currently use (paper notebook, WhatsApp, Excel, Google Drive, website, none)?

Current systems evidenced in the files include community and committee meetings, attendance lists, reports, pictorials/photos, videos/documentaries, phone-based communication, and PHC-backed monitoring/reporting. The project also has published project-page material and proposal documents. Dedicated office systems such as a fully evidenced website/social media stack, database, printer workflow or formal cloud setup are not yet clearly

BIQ10 - Do you have permission/consent from people on your register to store/use their data for support services?

No clear written statement of beneficiary data consent was found in the attached files. This should therefore be treated as not yet formally evidenced and should be confirmed and documented before any sensitive register is built or expanded.

PRODUCTS AND SERVICES

PSQ01 - What service can you name, with brief description of each that will help the beneficiaries of your project?

Services named in the files include: sustainable agriculture training (organic, regenerative and climate-resilient farming); zero-waste/value-addition support (pineapple fibre, compost, juice, dried produce, biofertiliser and other by-product use); early childhood care and learning support; community sensitisation on climate change and waste management; tree planting/environmental conservation; farmer organisation/cooperative support; and PHC-style monitoring, governance and reporting.

PSQ02 - List your current services (what you do today), and for each: how often and for how many people per month?

Current services evidenced today are periodic rather than fully monthly: committee/community meetings; farmer mobilisation; internal training on organic practices; climate change sensitisation; tree distribution; school talks; farm and plantation demonstration sessions; and planning for value-addition/childcare activities. The files mention reach such as about 100 farmers, 130 community persons in one sensitisation activity, two schools engaged, 34 women active in the Jinja project group, and around 70 households in the Jinja base model. Exact monthly service volumes are not fully stated in the files.

PSQ03 - Which services are most needed but you cannot currently deliver?

Most-needed services that are not yet fully deliverable include a properly equipped early learning/childcare centre, regular extension/training delivery at scale, processing and storage infrastructure, certification support, formal market linkage, transport support, and fully equipped office/admin systems.

PSQ04 - What are the top 5 needs reported by beneficiaries of your project (health, safety, work, school, counselling, etc.)?

Top 5 beneficiary needs evidenced across the files are: 1) food security and better farm productivity; 2) income and market access for women/farmers; 3) childcare/early childhood support; 4) training/skills in sustainable farming, organisation and value addition; 5) environmental recovery including soil health, waste management and climate resilience.

PSQ05 - What is the service pathway right now? (How does a person join → receive help → follow-up?)

The current service pathway appears to be: community member/farmer is reached through mobilisation, meetings, schools or local networks; joins a working group/cohort; receives training, demonstration or sensitisation; participates in cultivation, childcare, environmental or value-addition activity; then progress is followed through meetings, reports, simple PHC-style monitoring and visible outputs such as attendance, photos and field results.

PSQ06 - What makes your approach different from other organisations (if any)?

The approach is different because it combines women-led agriculture, childcare/education, zero-waste environmental practice, livelihood generation and PHC-backed governance in one model. It is not only growing crops; it is linking food, soil, waste, caregiving, reporting, transparency and local economic development.

PSQ07 - What "minimum service package" could you reliably deliver every month if basic funding existed?

With basic funding, the project could reliably deliver a minimum monthly package of farmer/community training, mobilisation and follow-up; seeds/tools/input support for active groups; one or more childcare/early learning sessions; environmental/tree/waste-management activity; and simple PHC reporting with photos, attendance and progress updates.

PSQ08 - What does a typical case look like from first contact to resolution?

A typical case would be a woman farmer/caregiver or household joining through community outreach or group mobilisation, being added to a local working group, receiving training and practical demonstration, participating in farming/childcare/value-addition activity, and then being followed up through meetings, records and visible project outputs. Resolution would mean improved food access, stronger income opportunity, better caregiving support, and continued participation in the cooperative/community structure.

PSQ09 - What are the risks/harm points in service delivery (stigma, security threats, exploitation, misinformation)?

Main risks/harm points in service delivery include land disputes, resistance from male-dominated structures, burnout among women leaders/caregivers, climate shocks/irregular rainfall, exploitation by buyers or middlemen, weak infrastructure/transport, misinformation, and possible safeguarding/privacy

PSQ10 - How do you measure whether a service worked? (simple indicators)

Simple indicators suggested by the files are: number of women/farmers/households engaged; training attendance; acreage cultivated; trees distributed/planted; yields/produce handled; childcare or education sessions delivered; value-added products started; market linkages achieved; and evidence packs such as reports, photos, videos and beneficiary feedback.

PSQ11 - What services could be delivered remotely (WhatsApp/phone) vs require physical presence?

Services that can be delivered remotely include coordination, mentoring, follow-up, reporting, donor communication and some training/awareness through phone or WhatsApp. Services that require physical presence include cultivation, demonstration farming, childcare/early learning, community meetings, processing/value-addition work, land preparation and field monitoring.

PREMISES AND EQUIPMENT

PEQ01 - What equipment do you have? mobile phone? pc? printer? monitor? - list all you have.

Equipment clearly evidenced in the files includes feature phones/basic smartphones, shared diesel pumps, solar power use, solar-charged lamps/radios, bicycles, rainwater systems, and some irrigation/water-harvesting arrangements. No clear evidence was found of a dedicated PC, printer or monitor already in regular project use, so those should be treated as unconfirmed or missing.

PEQ02 - How do we contact you? Telephone number? Office Address? Main Contact? Number of people in the management team? Number of people that the project will address?

Contact: Evelyn Namuwolo, ruralwoman.eve@gmail.com, +256 784 984 412 (project phone +256 754 927 112 also appears). Office/base address is given as Walukuba East, Jinja District, Eastern Region, Uganda, with site details near Mbikko town/Njeru. Management evidence shows a Jinja Exco of 5 core officers, while the wider Eastern Uganda presentation shows a broader leadership team. The project is positioned to reach at least about 70 households at the Jinja base model, with wider agricultural targets ranging from 100 families to 150-300 farmers in broader Eastern Uganda material.

PEQ03 - Where are you working from? Would the office address be your home? a community centre? an internet cafe?

The project appears to work mainly from its community/base land and field locations in the Jinja area rather than from a fully equipped formal office. It operates through community spaces, meetings, farm plots and shared local facilities, with the longer-term aim of having a more functional training/learning/operations base.

PEQ04 - What equipment is working reliably, and what is broken / missing / shared / borrowed?

What seems to work reliably now: basic phones, some solar use, shared pumps, field-based working and community mobilisation. What appears missing, shared or underdeveloped: dedicated office equipment, stable power/internet, processing/storage equipment, irrigation upgrades, printing/scanning tools, and a clearly equipped admin workspace.

PEQ05 - How stable is your electricity and internet (daily / weekly outages)?

Electricity appears unstable/intermittent where grid supply is used, with solar providing partial support. Internet connectivity appears to rely mainly on basic smartphones/phone access rather than a robust fixed setup, so outages and weak connectivity should be assumed to be a recurring constraint.

PEQ06 - Where is your data stored (paper files, phone, laptop)? Is there a backup?

Project information appears to be stored through reports, attendance lists, pictorials/photos, videos and phone-based communication, with PHC-style monitoring/reporting also mentioned. A clear statement of where all data is centrally stored and what backup routine exists was not found in the files, so this should be confirmed.

PEQ07 - Do you have a safe place to store sensitive records?

A formal statement about secure storage for sensitive records was not found in the attached files. At present this should be treated as a gap to close through lockable storage, password-protected devices and named record custodians.

PEQ08 - Do you have transport (walking, bicycle, motorbike, car, public)? Biggest travel barrier?

Transport appears to be a mixture of walking, bicycle, public/local transport and buyer collection direct from farms. The biggest travel barrier evidenced in the files is transport/logistics cost and difficulty reaching markets and activities reliably.

PEQ09 - What are your printing/scanning options (none / pay-per-use shop / own printer)?

Printing/scanning arrangements are not clearly described in the files. The most likely current position is ad-hoc or pay-per-use access in town/shared facilities rather than owning a dedicated printer-scanner setup, but this should be confirmed on the ground.

PEQ10 - If you had a small "starter kit" (phone + laptop + printer), who would be responsible for it?

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function and the operations/management team. Formal asset responsibility should be assigned in writing.

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PEQ11 - What does your workspace need to become functional (desk, chair, lockable cabinet, internet router, etc.)?

To become fully functional, the workspace needs a small office or operations corner with desk, chairs, lockable cabinet, laptop, printer/scanner, reliable data/internet, power backup/solar support, and a sheltered meeting/training area. The files also point to a need for storage/processing shelter and early learning space.

PEQ12 - What would be the ideal operating base in 6 months (home office / shared centre / rented office)?

The ideal operating base in 6 months would be a shared community-based centre or small rented/project-site office that combines admin space, training space, simple records storage, and a practical shelter for childcare/learning and light processing activities.

PEQ13 - What security risks exist at your premises (theft, harassment, privacy exposure)?

Security risks include theft or loss of equipment/records, privacy exposure where child or household data is stored informally, harassment or vulnerability for women travelling/meeting, weak lighting/safe-space provision, and land/access disputes affecting project continuity.

PEOPLE

PQ01 - Who are the key roles today (leader, admin, outreach, finance, volunteer coordinator)? Names + roles.

Key roles evidenced today include: Evelyn Namuwolo - President/Founder/Director/project lead; Steven Opeitum - Secretary General/admin coordination; Harriet(a) / Harriet Nakiyemba - Treasurer/finance oversight; Dennis Kakube - Chairman/governance leadership; John Kato - Operations Manager; Grace Nabirye - Board Member/oversight. Outreach and mobilisation functions are also carried by project leads, youth mentors/mobilizers and community working groups.

PQ02 - How many are active weekly (not just "on the list")?

The files evidence 34 women actively engaged in core EcoSociety work, plus wider participation from farmer groups/households and committee structures. So the active weekly base appears to be at least the core women-led team and local working groups, not just names on a list.

PQ03 - What skills do you have in the team (counselling, healthcare links, social work, advocacy, fundraising, admin, IT)?

Team skills evidenced include agriculture/regenerative farming, community mobilisation, training, childcare/early learning activity, governance/committee leadership, reporting/documentation, local organising, and practical environmental action. PHC-style monitoring/reporting can add governance and accountability support. Healthcare, advanced fundraising and stronger digital/admin capacity appear less developed.

PQ04 - What skills are missing that you need most urgently?

Urgently missing skills include formal safeguarding and child-protection procedures, stronger data handling/admin systems, fundraising and donor development, certification/compliance support, agro-processing/value-addition technical skills, and stronger market/business development capacity.

PQ05 - What training would help most (basic safeguarding, data handling, case management, fundraising, reporting)?

Training that would help most includes safeguarding/child protection, data handling and record management, fundraising and donor reporting, cooperative management, certification/quality standards, agro-processing/value addition, and practical PHC/project reporting routines.

PQ06 - How do you recruit and manage volunteers (screening, agreements, supervision)?

Volunteer/community participation seems to be built mainly through community engagement, committee meetings, working groups, local elders, youth mentors and farmer mobilisation. Formal screening, agreements and supervision procedures are not clearly evidenced in the files, so volunteer management should be formalised further.

PQ07 - Do you have a safeguarding lead / safeguarding rules? If not, who could be assigned?

No explicit safeguarding lead or safeguarding policy is clearly named in the files. Because the project includes children and caregivers, a named safeguarding lead should be appointed immediately - most logically the project lead supported by a board/management member and any early-childhood lead.

PQ08 - What is your communication rhythm (weekly meeting, WhatsApp group, ad-hoc)?

The communication rhythm evidenced is based on committee meetings, community meetings, training sessions, field follow-up and reporting. Phone-based communication is clearly in use, and WhatsApp is likely, but the files do not fully describe the exact digital rhythm.

PQ09 - What conflicts or workload risks exist (burnout, role confusion, disagreements)?

Main conflict/workload risks are burnout, overlapping responsibilities, role ambiguity, inconsistent participation, male resistance to women's participation, pressure from poverty/funding shortages, and strain caused by missing infrastructure and transport. These risks are already visible in the project narratives and should be actively governed.

PQ10 - If funding arrived, which 3 positions would you pay first (and why)?

If funding arrived, the first 3 paid positions should likely be: 1) operations/project coordinator to keep delivery moving; 2) field

FINANCE

FQ01 - Do you have any current income (donations, grants, sales, membership, events)? Rough monthly average.

Current income/support appears to come mainly from community/member contributions, volunteer labour, FFECL facilitation, and non-financial/subsidised support through the PHC Service. Historical files also mention TTGD-related in-kind or network support, but no stable monthly cash income figure is clearly stated for the FFECL project itself.

FQ02 - What are your fixed monthly costs (rent, airtime, transport, printing, internet)?

The files do not provide a full fixed monthly cost schedule, but recurring needs clearly include airtime/data, transport, meetings/training costs, printing/documentation, tools/inputs, and general operating support. Rent and formal office costs appear limited because the project is still operating in a field/community-based way.

FQ03 - What costs are unpredictable emergencies (medical cases, relocation, safety incidents)?

Likely unpredictable/emergency costs include medical or wellbeing support, climate-related crop losses, transport spikes, land/access disputes, safety incidents, emergency childcare pressures, and urgent repairs/replacements for missing tools or basic equipment.

FQ04 - What are the top 10 things you spend money on when you have it?

When funds are available, likely top spending areas are: 1) seeds/seedlings and farm inputs; 2) tools and irrigation materials; 3) transport/logistics; 4) training/workshops; 5) childcare/learning materials; 6) processing/storage or shelter improvements; 7) packaging/value-addition materials; 8) communications/data/airtime; 9) documentation/printing/reporting; 10) community mobilisation and meeting costs.

FQ05 - Do you keep records (cashbook, receipts, mobile money statements)? Who holds them?

The files clearly evidence reports, attendance lists, pictorials/photos and video documentation. Treasury/finance oversight roles exist, but the exact cashbook/receipt/mobile-money process is not fully described. Records appear to be held by the management/exco structure, with treasurer and project leadership as likely custodians.

FQ06 - Do you have, or intend to open, a bank/mobile money account in the organisation name? If not, what do you use?

The files do not clearly confirm a bank or mobile money account in the organisation name. This should be confirmed, and if not already in place, opening organisation-controlled banking/mobile money channels would be an important governance step.

FQ07 - What is the smallest funding amount that would make a real difference this month?

The attached files do not state a precise minimum amount that would make a difference this month. A modest starter tranche for seeds/tools, transport and training would clearly help immediately, while the main current funding ask evidenced in the files is USD 15,000 for the pilot intervention.

FQ08 - What is your 12-month "ideal budget" (even if rough)?

A clear 12-month ideal budget is not fully costed in the attached files. The most concrete current ask is USD 15,000 for the immediate intervention/pilot, but a fuller 12-month budget covering processing, childcare/learning space, transport, training, monitoring and scale-up would likely need to be higher and should be detailed separately.

FQ09 - What funding have you tried before (who, when, result)?

Funding/support already tried or mobilised includes community contributions, FFECL facilitation, subsidised PHC Service support from Order Efficiency Ltd, and historical/network support connected with TTGD. The files also show active grant-seeking through the Urgent Action Fund - Africa application and mention interest from partners, buyers and social lenders in related agriculture initiatives.

FQ10 - What would you consider "good governance proof" to show donors money is safe (reports, receipts, photos, beneficiary confirmations)?

MARKETING

MQ01 - Who is your audience: donors, local community, government, clinics, schools, families, beneficiaries?

The audience includes donors/funders, women farmers and caregivers, local community members, beneficiaries/households, local authorities, schools/educators, agricultural and environmental partners, buyers/market actors, and PHC/support partners.

MQ02 - What channels do you currently use (WhatsApp, Facebook, TikTok, radio, church announcements, community meetings)?

Channels evidenced in the files include community meetings, committee meetings, school talks, field demonstrations, reports, photos/videos, project proposals, and PHC/project-page material. Facebook is mentioned in marketing strategy material, and phone-based communication is clearly in use; wider media such as radio/TV appears more aspirational/planned than current.

MQ03 - Do you have any assets: logo, photos, short video, testimonials, case stories?

Yes - the project already has substantial assets in document form: project plans, grant application, questionnaires, published project-page copy, presentations, photos and some video/documentary references. Logo/brand identity should primarily be FFECL/project-led; any TTGD or other network branding should be secondary unless intentionally retained. Short testimonial assets are not strongly evidenced yet but could be built easily.

MQ04 - What is your "one sentence" message to donors?

One-sentence message to donors: Help FFECL build a women-led, zero-waste community agriculture project in Eastern Uganda that turns food production, childcare and environmental restoration into lasting local resilience.

MQ05 - What is your "one sentence" message to beneficiaries?

One-sentence message to beneficiaries: Join us to grow food, restore the land, support children and build stronger livelihoods together through practical training and shared action.

MQ06 - What questions do people ask most often about your project (and what answers do you give)?

Common questions are likely to include: What exactly is the project? Who can join? How will it help my family? What crops/activities are included? Will there be childcare and training? How will income be generated? The project's answers are that it is a practical community model linking farming, care, zero-waste practice, training and better livelihoods.

MQ07 - Do you have a list of contacts (supporters / organisations)? How many?

Yes - the files show a live contact base. At minimum there are several named endorsers/partner contacts (at least 6 listed in the grant application), a local exco/management team, wider Eastern Uganda members, and community/farmer groups already mobilised.

MQ08 - What partnerships would unlock growth fastest (hospital, police, school, local government, NGO)?

The fastest-growth partnerships would likely be: local government/district extension services; schools and early-childhood partners; technical agro-processing/certification partners; market buyers/export partners; PHC/governance support partners; and NGOs/universities such as Caritas or Kulika for training, internships and practical support.

MQ09 - What events could you run quarterly (awareness day, clinic day, school session, community meeting)?

Quarterly events could include: community awareness/sensitisation day; farmer training and demonstration day; school climate/tree-planting session; women's cooperative/community meeting; produce/value-addition showcase day; and public progress review/report-back.

MQ10 - What proof would be easiest for you to publish monthly (numbers helped, photos of deliveries, short story, receipts summary)?

The easiest monthly proof to publish would be a simple numbers-helped update, a short narrative/story from the field, photos of activities, attendance counts, and a brief receipts/progress summary. This fits the evidence style already used in the project documents.