

Strategic Plan

FFECL (Flora Fauna Env. Conserv. Ltd.)

A community development initiative based in Walukuba East, Jinja District, Eastern Uganda, founded by Evelyn Namuwolo and rooted in women-led local action. The project is designed to strengthen food security, ecological restoration, early childhood support, and household livelihoods through regenerative agriculture, cooperative training, zero-waste farming, and practical community development activities. Working in a peri-urban setting that connects urban pressure with nearby farmland, the project aims to serve women, youth, caregivers, and smallholder farmers through locally grounded, scalable action. It is now moving from early grassroots activity into a more structured phase that requires stronger planning, funding, partnerships, and transparent reporting to grow reliably and sustainably.

Business Information

General Summary

The official name of the project is TTGD EcoSociety Uganda - Eastern, hosted by Flora and Fauna Environmental Conservation Ltd (FFECL). The main contact is Evelyn Namuwolo (Founder/Director/President), email: ruralwoman.eve@gmail.com, phone: +256 784 984 412. The project operates as a community initiative without separate registration, focusing on food security, ecological sustainability, and community development in Eastern Uganda.

Products and Services

Current Situation

Current services include community meetings, farmer mobilization, organic farming training, climate change sensitization, tree distribution, and planning for value-addition and childcare activities. The reach includes about 100 farmers, 130 community members, and 70 households at the Jinja base. Exact monthly service volumes are not fully documented.

Future Vision

In the next 12 months, the vision is to have stronger yields and incomes, establish a small processing/training base, improve market access with value-added products, and create a documented model ready for replication across other communities in Eastern Uganda.

How Do We Get There?

To achieve the future vision, immediate priorities include securing funding for tools, irrigation, and processing/storage facilities, as well as training in agroecology and market readiness. Establishing stronger market linkages and transport logistics will also be crucial.

Premises and Equipment

Current Situation

The project operates from community and field locations in the Jinja area, using basic phones, solar power, shared pumps, and bicycles. It lacks a dedicated PC, printer, or monitor and relies on community spaces and shared facilities.

Future Vision

The ideal future base would be a shared community center or small rented office combining admin space, training facilities, records storage, and a shelter for childcare/learning and light processing activities.

How Do We Get There?

Achieving the vision requires equipping a workspace with desks, chairs, lockable cabinets, a laptop, a printer, internet access, and reliable power sources like solar backup. Developing a functional training/learning/operations base is also a priority.

People

Current Situation

The project team includes Evelyn Namuwolo (President/Director), Steven Opeitum (Secretary General), and others in key roles such as finance and operations. Active participation involves 34 core women and wide community engagement.

Future Vision

The future vision includes a more structured team with clear role definitions and expanded capacity in safeguarding, data handling, fundraising, and technical skills for agro-processing and market development.

How Do We Get There?

Prioritize training in safeguarding, data handling, and fundraising. Formalize volunteer recruitment and management processes. Define clear roles and responsibilities to prevent burnout and role ambiguity.

Finance

Current Situation

Current income is primarily from community contributions, volunteer labor, and support from TTGD Central and FFECL. No consistent cash income is recorded, and costs include airtime, transport, and basic operational needs.

Future Vision

The financial vision is to secure stable funding streams to cover processing, childcare, transport, training, and scale-up operations, with a target of USD 15,000 for the immediate intervention.

How Do We Get There?

Develop a detailed 12-month budget, establish a bank or mobile money account for the organization, and enhance governance proof with PHC-backed reports and transparent financial records.

Marketing

Current Situation

Current marketing efforts include community meetings, school talks, field demonstrations, and proposals. The project has some online presence through TTGD/PHC materials but lacks a broader media strategy.

Future Vision

The marketing vision includes establishing partnerships with local government, schools, and NGOs, and developing a stronger media presence through social media, radio, and community events.

How Do We Get There?

To enhance marketing, build partnerships with key stakeholders such as schools and NGOs, develop testimonial assets, and utilize social media and community events for broader engagement and visibility.

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