



enjuba Spelling Bee



Sarah Kataike Chantal, 12, Tororo Parents School



18,700,000 (52%) below the age of 15
The future belongs to them



71% drop out rate
Fail to complete primary school on time



Sarah joined the
enjuba Spelling Bee
Her life **CHANGED**

Her team won the
enjuba National
Spelling Bee



She got to represent
Uganda at the
African Spelling Bee
in South Africa



enjuba Spelling Bee makes learning fun

The Spelling Handbooks level the playing field

Words based on values of:

- C**haracter
- R**esponsibility
- E**xcellence
- E**mpathy
- D**iscipline

Key to learning words,
their meanings and
usage in sentences





We want Sarah to
succeed

The handbook contains
a list of positive words
that change the world
Responsibility, Benevolent, Commitment

Shapes positive attitudes
Develops life skills
Confidence, Teamwork, Critical thinking



Sarah's success is dependent on her teachers' skills



We believe that teachers are the most powerful people in the world



Our desire is to invest in the teachers through trainings.



This equips them with tools and skills so they can better prepare the kids for the future.



Our Growth

Year	2014	2015	2016	2017 Forecast
No. of Schools	20	500	900	1,500
No. of Kids	16,000	400,000	720,000	1,200,000
No. of Teachers	60	1,500	2,700	4,500
Budget	\$3,503	\$19,769	\$64,851	\$98,677

Next 3 Years

Expand to **5,000** schools

3,500,000 children

Actively engage with **1,000,000** parents

Train **15,000** teachers



enjuba Spelling Bee Cash Flow

Sum of Amount \$	2014	2015	2016	Grand Total
Inflow	\$7,710	\$27,009	\$59,785	\$94,504
Financing Activities	\$7,710	\$27,009	\$59,785	\$94,504
Donation - Cash	\$6,553	\$19,600	\$23,550	\$49,703
Donation - In Kind	\$914	\$5,429	\$22,421	\$28,764
Sponsorship		\$1,429	\$12,917	\$14,345
School Subscription	\$229	\$543	\$406	\$1,177
Individual Subscription	\$9		\$320	\$329
Handbook Sale	\$6	\$9	\$171	\$186
Outflow	\$3,483	\$19,769	\$58,856	\$82,107
Expense	\$3,483	\$19,769	\$58,856	\$82,107
Travel	\$514	\$2,564	\$9,386	\$12,464
Food	\$736	\$3,527	\$6,363	\$10,626
Venue Hire	\$945	\$686	\$8,114	\$9,745
Videography & Photography	\$429	\$7,200	\$417	\$8,046
Payroll & Benefits	\$26	\$914	\$6,857	\$7,797
Marketing & Branding	\$201	\$1,030	\$3,449	\$4,680
Office Rent		\$886	\$3,557	\$4,443
Spelling Handbook	\$133	\$1,303	\$3,000	\$4,436
Event Setup	\$40	\$177	\$3,827	\$4,044
Accommodation	\$40	\$674	\$3,133	\$3,848
Fundraising	\$8		\$3,508	\$3,516
Teacher Trainings			\$2,878	\$2,878
Awards	\$160	\$354	\$1,830	\$2,343
Response Volunteer			\$1,407	\$1,407
Misc. Expenses		\$312	\$443	\$755
Internet & Airtime	\$76	\$69	\$533	\$677
Office Supplies	\$63	\$73	\$152	\$288
Legal Fees	\$113			\$113
Grand Total	\$4,227	\$7,240	\$930	\$12,397

Budget for 2017 enjuba Spelling Bee

Participants 10 Regions (Kampala, Arua, Gulu, Lira, Masaka, Bushenyi, Fort Portal, Masindi, Tororo, Jinja)
Schools 1,500 Schools
Competitions Regional, National

		Frequency	Units	Unit Cost	Total Cost UGX	Total Cost USD
Handbooks & Trainings						
Spelling Handbook	Printing Costs	1	7,000	UGX 10,000	UGX 70,000,000	\$20,000
Teacher Training	Accomodation	9	3	UGX 100,000	UGX 2,700,000	\$771
	Refreshments	10	100	UGX 10,000	UGX 10,000,000	\$2,857
	Taxi & Fuel	10	1	UGX 700,000	UGX 7,000,000	\$2,000
Sub Total					UGX 89,700,000	\$25,629
Regional Events						
Marketing & Branding	Media Facilitation	10	3	UGX 50,000	UGX 1,500,000	\$429
Travel	Taxi & Fuel	10	1	UGX 2,200,000	UGX 22,000,000	\$6,286
Venues		10	1	UGX 300,000	UGX 4,000,000	\$1,143
Food	Food	10	150	UGX 10,000	UGX 15,000,000	\$4,286
	Drinks	10	12	UGX 25,000	UGX 3,000,000	\$857
Judges	Accomodation	10	5	UGX 100,000	UGX 5,000,000	\$1,429
Event Setup		10	1	UGX 500,000	UGX 5,000,000	\$1,429
Photography and Video		10	1	UGX 500,000	UGX 5,000,000	\$1,429
Awards	Best Team	10	1	UGX 150,000	UGX 1,500,000	\$429
	Certificates	10	100	UGX 1,000	UGX 1,000,000	\$286
Sub Total					UGX 63,000,000	\$18,000
National Championship						
Marketing & Branding		1	8	UGX 100,000	UGX 800,000	\$229
Venues		1	1	UGX 25,000,000	UGX 25,000,000	\$7,143
Food	Food	1	180	UGX 65,000	UGX 11,700,000	\$3,343
	Drinks	1	1,000	UGX 4,000	UGX 4,000,000	\$1,143
Event Setup		1	1	UGX 11,500,000	UGX 11,500,000	\$3,286
Payroll & Benefits	Judges and Teachers	1	30	UGX 100,000	UGX 3,000,000	\$857
Accomodation		1	150	UGX 70,000	UGX 10,500,000	\$3,000
Photography and Video		1	1	UGX 1,000,000	UGX 1,000,000	\$286
Awards	Grand Prize (Trophy and Cash)	1	4	UGX 500,000	UGX 2,000,000	\$571
	School Plaque (2nd Place)	1	4	UGX 300,000	UGX 1,200,000	\$343
	School Plaque (3rd Place)	1	4	UGX 100,000	UGX 400,000	\$114
	Scholastic Materials	1	1	UGX 1,500,000	UGX 1,500,000	\$429
	Certificates	1	200	UGX 1,000	UGX 200,000	\$57
	Frames	1	1	UGX 200,000	UGX 200,000	\$57
Sub Total					UGX 73,000,000	\$20,857
African Spelling Bee						
Travel	Travel	1	11	UGX 1,400,000	UGX 15,400,000	\$4,400
	Accomodation	3	5	UGX 700,000	UGX 10,500,000	\$3,000
Sub Total					UGX 25,900,000	\$7,400
Administration						
Office Supplies				UGX 1,000,000	UGX 1,000,000	\$286
Internet and Airtime				UGX 3,600,000	UGX 3,600,000	\$1,029
Marketing & Branding	Social Media			UGX 1,000,000	UGX 1,000,000	\$286
	Website Developing/Hosting			UGX 700,000	UGX 700,000	\$200
	Branding Materials			UGX 3,000,000	UGX 3,000,000	\$857
Travel with Kampala				UGX 2,000,000	UGX 2,000,000	\$571
Legal fees				UGX 2,000,000	UGX 2,000,000	\$571
Peace Corps Staff		1	1	UGX 1,000,000	UGX 1,000,000	\$286
Office Rent		12	1	UGX 1,275,000	UGX 15,300,000	\$4,371
Payroll & Benefits		12	2	UGX 1,500,000	UGX 36,000,000	\$10,286
Fundraising				UGX 16,000,000	UGX 16,000,000	\$4,571
Sub Total					UGX 81,600,000	\$23,314
New Programs for 2017						
Newspaper	Layout and Printing	10	1,000	UGX 7,000	UGX 70,000,000	\$20,000
Literacy Fair		3	1	UGX 3,500,000	UGX 10,500,000	\$3,000
Writing Competition	Awards			UGX 20,000,000	UGX 20,000,000	\$5,714
Sub Total					UGX 100,500,000	\$28,714
Miscellaneous Exepense				UGX 5,000,000	UGX 5,000,000	\$1,429
Grand Total					UGX 438,700,000	\$125,343