



Miller Center

for Social Entrepreneurship

Name of social enterprise: Nurture Africa

Mission statement: To nurture the mental, physical and emotional growth and well-being of Ugandan HIV/AIDS infected and affected orphans and vulnerable children, as their HIV+ parents/guardians.

Webpage: <https://www.nurtureafrica.ie/>

Prior work by fellows: <https://www.millersocent.org/portfolio/nurture-africa/>

Accelerator 2017 business plan presentation: <https://www.youtube.com/watch?v=hr21uhNwn8w&list=PLTFApFZek1zpi57c1tZ-D1v08Y3VKwoTE>

Headquarters location: Kampala, Uganda

Location(s) of research: Kampala, Uganda

Background: Nurture Africa began its transformation from a charity to a social enterprise five years ago, first by participating in an accelerator program, and then hosting fellows in 2017. It launched four social enterprises: a restaurant, a hairdressing salon, a tailoring workshop, and a carpenter workshop. For each of these, young adults participate in a year of training, and then are apprenticed while working in these enterprises. The Covid crisis severely impacted all of these.

The challenge: Collaborate with Nurture Africa team members to relaunch these social enterprises as Uganda exits the worst of the Covid crisis. This will involve conducting collaborative market studies, updating business plans in light of current conditions, and financial plans to support successful relaunches of all four enterprises.

Action research products needed:

1. New business plans, including marketing and financial plans, for Nurture Africa's restaurant, hairdressing salon, tailoring workshop, events enterprise, and carpenter workshop.

Student skills needed: Business planning, financial planning, marketing.

Keywords: Social entrepreneurship, business planning.

Regardless of the pandemic, the fellowship will run in 2022, with or without international travel. We have designed 2022 action research projects to be conducted via remote engagement (e.g., via Zoom) without the immersive component of travel to the field. All applicants should enter and proceed through the application process with the assumption that no international field placements are currently planned. For more information, please attend a fellowship info session.