



GRANDMOTHERS CONSORTIUM

ORGANIZATIONAL STRATEGY

2016 -2020

OUR VISION

A world where all grandmothers age with dignity:
Grandmothers in Uganda should be able to say

- **We have the income I need**
- **We and our grandchildren enjoy the best possible health and quality of life**
- **We are safe and secure, our rights and property is protected**
- **Our voice is heard**

OUR MISSION

- To create an environment where grandmothers' rights and needs are prioritized and integrated in all national programs in Uganda.

Working with and through Ugandan grandmothers, we shall raise voices to call for policy formulation, policy and programme mainstreaming in favour of grandmothers' felt needs.

ISSUES ADDRESSED BY STRATEGY

Grandmothers Consortium's work is inspired by the felt needs of the grandmothers which they continuously present. Presently these are:

- Sustainable incomes
- Health
- Rights
- Education for grand children.

GRANDMOTHERS CONSORTIUM ROLE

- To provide a platform for grandmothers and their organizations to undertake joint advocacy, research and resource mobilization in the interest of grandmothers.
- To build partnerships to widen programme integration and support for grandmothers who work to turn the tide of HIV and AIDS by providing care to Uganda's orphans and Vulnerable Children.
- To coordinate joint efforts by grandmothers and their support organizations

OUR STRATEGIC FOCUS

The Strategic direction of the Grandmothers Consortium is described under three strategic objectives

- **Advocacy:** Working through and with grandmothers, we will undertake advocacy to promote the rights and needs of grandmothers in Uganda.
- **Research and learning:** We will use the knowledge and experience of members to undertake research on key themes of concern to grandmothers in order to inform policy advocacy.
- **Resource mobilization:** We will work to Increase resources targeting grandmothers' interventions.

OUR THEORY OF CHANGE

Current situation:

- Massive poverty among grandmothers and grandchildren
- Rights abuse, neglect and loss of dignity by grandmothers.
- Poor and unattended to health status of grandmothers and grandchildren
- Grandmothers needs not addressed in policy and programme implementation.
- Limited participation of grandmothers in development processes.

OUR THEORY OF CHANGE...

Intervention Areas:

- Advocacy for policy formulation, integration and implementation.
- Monitoring service delivery at grassroots
- Capacity strengthening of grandmothers for increased participation in development processes and effective advocacy.
- Evidence Generation
- Increasing visibility for grandmothers and their issues.

OUR THEORY OF CHANGE...

KEY OUTCOMES

- Strong advocacy champions grandmothers influencing policies, programmes and practices at grassroots and National level
- Responsive Government to grandmothers priority needs.
- Grandmothers informed and engaged in development processes.
- Grandmothers' issues and capabilities increasingly receive media space.

OUR THEORY OF CHANGE..

Overall strategic outcome:

- Resilient and sustainable livelihoods for grandmothers .
- Impact of HIV and AIDS on grandmothers in Uganda mitigated .

OUR APPROACH

- Work through Grandmother advocacy champions at national and district level to secure the rights of grandmothers.
- Work with the media to bring out voices of grandmothers for increased awareness and advocacy.
- Undertake campaigns relevant to bring identified issues to the attention of decision makers and the public.
- Building strong evidence through research and demonstration of better practice.

We will do this through

- Increasing knowledge of grandmother advocacy champions to undertake advocacy and effectively participate in local development and governance processes; and monitor service delivery.
- Undertaking national and regional level campaigns for increased visibility of grandmother issues
- Working with print and electronic media to voice out key issues

We will do this through...

- Working with members, academia and research institutions to make the case for grandmothers – undertaking research on key identified issues and disseminating/utilizing findings to strengthen advocacy.

Activities

- Training and facilitating National and District level Grandmother advocacy champions
- Facilitating dialogues and advocacy engagements with decision makers on identified issues
- Participating in key calendar events for visibility, awareness and advocacy
- National annual congregation for grandmothers advocacy champions, grandmothers support organizations, partners and national leadership

Activities....

- Radio and Television talk shows on identified agendas.
- IEC materials production and distribution
- Establishment of an annual media award to promote and scale up media presence for grandmother issues.
- Annual grandmother beauty contest to increase visibility of grandmothers and their roles

RESOURCING

- An annual resourcing of USD100,000