

FFT ANNUAL REPORT 2025

ALLIED FINANCE FREEDOM TRAIL FOUNDATION (FFT)



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1. INTRODUCTION

FFT Foundation - 2025 Annual Report

This Annual Report presents a comprehensive overview of the achievements of Allied Finance Freedom Trail Foundation (FFT) during 2025. It reflects the organization's strong commitment to empowering youth and women, particularly refugees and other vulnerable groups—by equipping them with practical digital and financial skills that enable sustainable income generation and meaningful participation in the digital economy.



2. WHO WE ARE

Vision

We envision a future in which women and youth are equipped with practical digital and financial skills that enable them to fully participate in the digital economy, build resilient livelihoods, and achieve lasting financial independence beyond short-term aid.

Mission

Our mission is to equip women and youth with practical digital skills, guidance, and tools to use smartphones, computers, and the internet to create sustainable income opportunities, participate in the digital economy, and achieve financial independence—while enabling safe and dignified home-based work for women.



2. WHO WE ARE

Core Values

- Empowerment with dignity
- Inclusion and Accessibility
- Sustainability and accountability



3. AREAS OF FOCUS



DIGITAL
EDUCATION



E-
ENTREPRENEU
RSHIP AND
ONLINE
BUSINESS
DEVELOPMENT



FINANCIAL
LITERACY



ECONOMIC
EMPOWERM
ENT OF
YOUTH AND
WOMEN



PROGRAMS ARE IMPLEMENTED IN UGANDA, WITH REGIONAL REACH ACROSS NORTH AND EAST AFRICA THROUGH REMOTE AND ONLINE TRAINING.



4. PROGRAMS AND ACTIVITIES IMPLEMENTED IN 2025

4.1. Digital Training and E-Entrepreneurship

- Delivered 9 live online training programs via Zoom, Google Meet, and YouTube.
- Successfully trained 246 youth and young women in e-commerce and artificial intelligence.
- Implemented beginner-friendly programs focused on launching online businesses from scratch.



4. PROGRAMS AND ACTIVITIES IMPLEMENTED IN 2025

4.2. In-Person Training and Community Partnerships

- Conducted one in-person training in partnership with **Qaderat Initiative**.



4. PROGRAMS AND ACTIVITIES IMPLEMENTED IN 2025

- Participated in specialized workshops and regional summits on nonprofit proposal writing, integrity, and governance, including the **Sudan Integrity Summit 2025** in collaboration with **CIPE and SIDA**, strengthening FFT's institutional readiness.



4. PROGRAMS AND ACTIVITIES IMPLEMENTED IN 2025

- Delivered a proposal-writing workshop in partnership with **TEJAN Women Foundation**, supporting youth and women to develop fundable and implementable project ideas.



4. PROGRAMS AND ACTIVITIES IMPLEMENTED IN 2025

4.3. Launching 30 Digital Businesses

FFT provided hands-on mentorship and step-by-step accompaniment for **30 participants**, guiding them from niche selection and digital branding to full online launch.

Participants received practical training, mentorship sessions, and direct technical support, enabling them to move from the idea stage to operational digital businesses with growth potential.



4. PROGRAMS AND ACTIVITIES IMPLEMENTED IN 2025

4.3. Sample Digital Businesses Launched by Participants

Below are selected examples of digital businesses successfully developed and launched by program participants. These projects demonstrate the practical outcomes of FFT's hands-on training, mentorship, and technical support, showcasing real, operational online businesses with growth potential:

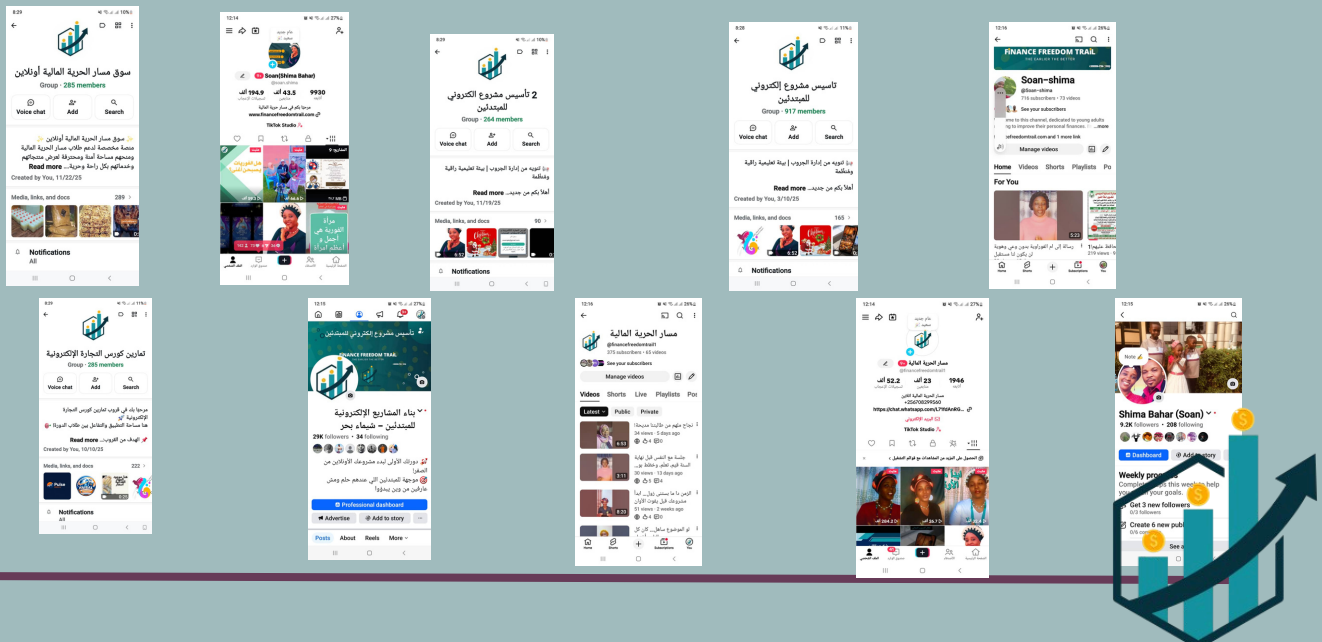
- <https://www.zouqak.com/>
- <https://www.sahhawajamal.com/>
- <https://www.alfadeltegnology.com/>



4. PROGRAMS AND ACTIVITIES IMPLEMENTED IN 2025

4.4. Outreach and Scale

- Reached **over 90,000 people** through digital awareness campaigns, open workshops, and online educational content.
- Trained a total of **300 youth and women** in e-commerce, digital marketing, and AI tools.



5. IMPACT ACHIEVED

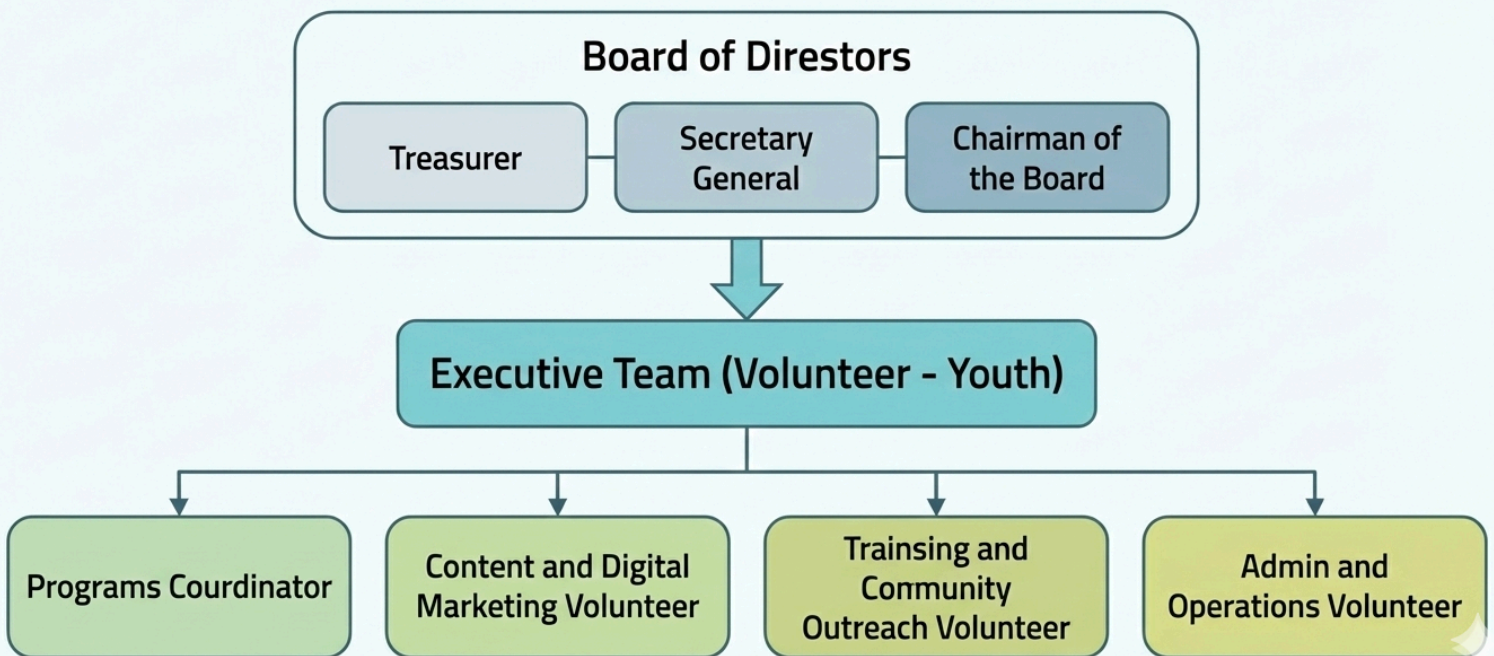
FFT's work contributed to:

- Equipping youth with in-demand digital skills aligned with the online job market.
- Enabling young mothers to generate income from home in a safe and dignified manner.
- Strengthening youth leadership through a youth-led implementation model.
- Building a growing pool of trainees capable of launching real, income-generating digital projects.



5. الهيكل القيادي والإدارة

Organizational Chart



7. SUSTAINABILITY AND GROWTH MODEL

FFT operates a blended sustainability model that includes:

- Paid training programs (notably the Beginner E-Business Foundation Course).
- Reinvestment of revenues into training delivery, tools, and community activities.
- Provision of partial and full scholarships for youth unable to afford fees.



8. PARTNERSHIPS AND NETWORKS

FFT actively collaborates with:

- Gadrat Women Foundation
- Refugee-Led Organization Network (RELON)
- Exile Women Human Rights Defenders
- People to People
- Future Generation Institute for E-Learning
- CIPE
- SIDA
- TEJAN Women Foundation



9. KEY RESULTS IN 2025

- 300 youth and women trained in e-commerce, digital marketing, and AI tools.
- 30 fully launched digital businesses supported from idea to execution.
- Expanded employability and readiness for online work.
- Enhanced financial literacy through targeted workshops.
- 90,000+ individuals reached with digital income awareness content.



9. KEY RESULTS IN 2025

Tangible Impact:

An increasing number of youth and women are now generating income from home using accessible digital tools, reinforcing financial independence and reducing dependency on humanitarian aid.



10. LESSONS LEARNED

- Practical, application-based training delivers the strongest and most sustainable results.
- Blended delivery (online + in-person) increases inclusion, particularly for women and young mothers.
- Post-training mentorship is critical for digital business success.
- Community awareness about digital work remains a challenge and requires deeper engagement.
- AI tools significantly accelerate learning and innovation among trainees.



11. CHALLENGES

- Limited access to computers and stable internet for some beneficiaries.
- Economic pressures affecting participation in paid programs.
- Varying levels of time commitment among trainees with family or work responsibilities.
- High follow-up and motivation demands for remote program management.
- Financial resources remain limited relative to growing demand.



12. STRATEGIC PLAN FOR 2026

FFT aims to:

- Train at least 500 youth and women in e-commerce, digital marketing, and AI tools.
- Develop advanced programs aligned with labor-market needs.
- Expand access to partial and full scholarships.



12. STRATEGIC PLAN FOR 2026

- Increase paid course enrollment to **60 participants**.
- Establish **at least three strategic partnerships** with donors, educational institutions, and tech platforms.
- Develop a more interactive, AI-enhanced digital learning platform.
- Strengthen monitoring and evaluation systems to measure long-term impact.



13. CALL FOR COLLABORATION AND SUPPORT

FFT invites partners, donors, and individuals to support its mission through partnerships, sponsorships, or enrollment in training programs—contributing to a more inclusive and sustainable digital future.



14. CONTACT INFORMATION



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