



Sama Sojah Cares Ug. Ltd.

Nurture. Empower. Transform.



ANNEX A

Evidence of Community Development Through Creative Arts

Public-interest campaign portfolio supporting relevant experience under Grant Lot 2
2019-2025



Applicant	Sama Sojah Cares Ug. Ltd.
Legal status	Company limited by guarantee without share capital
Registration number	80034995078014
Incorporation date	12 June 2026
Current initiative	Rhythms for Change: Kampala - Youth-Led Action for GBV Prevention, Social Norms Transformation and Environmental Stewardship through Music, Leadership and Community Action

1. Executive Summary

Sama Sojah Cares Ug. Ltd. was formally incorporated in June 2026. This portfolio demonstrates that the organisation was established to formalise and scale a pre-existing community initiative that had already used music and creative arts to address public-interest issues including peacebuilding, HIV/AIDS awareness, COVID-19 prevention, environmental conservation, school retention and youth empowerment.

The evidence is relevant to Grant Lot 2 because the proposed project, Rhythms for Change: Kampala, uses the same proven entry points - music, youth leadership, social norms messaging and community action - to prevent gender-based violence, promote positive social norms and integrate environmental stewardship in Kawaala, Kampala.

Evidence purpose: This annex presents primary digital evidence of public-interest campaigns led through music, creative arts and youth-facing communication before the formal incorporation of Sama Sojah Cares Ug. Ltd. It supports the proposal narrative that the 2026 registration institutionalised an existing body of community-oriented work implemented since 2019.

Sustained Record	Relevant Method	Lot 2 Fit
Documented campaigns from 2019 to 2025.	Music and creative arts used for public education and behaviour change.	Evidence links directly to social norms change, youth engagement and environmental action.

2. Evidence at a Glance

Date	Campaign	Development issue	Lot 2 relevance	Evidence
20 September 2019	Life Over Death (Xenophobia)	Anti-xenophobia and peaceful coexistence	Social norms transformation, Community mobilisation	QR/link + screenshot
26 December 2019	Essuubi (Hope)	Hope and dignity for people living with HIV	Public health communication, Positive social norms	QR/link + screenshot
28 March 2020	COVID-19 Awareness Campaign	COVID-19 prevention and community protection	Community mobilisation, Behaviour change communication	QR/link + screenshot
15 June 2020	Tubukuume	Protection of forests, rivers and water bodies	Environmental action, Climate and conservation awareness	QR/link
1 August 2025	Tebakulimba - Stay in School Campaign	Keeping children in school and encouraging better life choices	Youth empowerment, Child protection	QR/link + screenshot
2025	Nile	Celebrating and protecting the River Nile and natural beauty	Environmental stewardship, Community awareness	QR/link

3. Mapping to Grant Lot 2 Requirements

Relevant Lot 2 requirement	Evidence from the portfolio	Campaign examples
Community mobilisation and social norms change	Campaigns use music and public messaging to challenge harmful attitudes and promote dignity, peace, inclusion and safer choices.	Life Over Death; Essuubi; Tebakulimba
Working with youth and youth-led approaches	The communication style, digital reach and school-retention messaging are youth-facing and designed to speak to young people directly.	Tebakulimba; COVID-19; Nile
Arts, culture and recreation for behaviour change	Music is the core method used to translate development messages into culturally accessible public communication.	All campaigns
Environmental sustainability/climate action involving young people	Environmental songs advocate for protection of forests, rivers, water bodies and natural heritage.	Tubukuume; Nile
Digital and multimedia outreach	Evidence is available on public digital platforms through YouTube and Boomplay, supported by QR codes and screenshots.	All campaigns

Campaign 1: Life Over Death (Xenophobia)

20 September 2019

Development theme: Peacebuilding, social cohesion and non-violence

Purpose: To promote non-violence, African solidarity, dignity and peaceful coexistence in response to xenophobic attacks and discrimination.

Communication approach:

- Music for social and behaviour change communication
- Peace messaging and public advocacy
- Digital dissemination through YouTube
- Youth and community-facing communication

Relevance to Rhythms for Change: Kampala: The campaign demonstrates practical experience using music, creative arts and digital platforms to communicate development messages to communities and young people. This experience will be adapted in Kawaala for GBV prevention, positive social norms and environmental action.

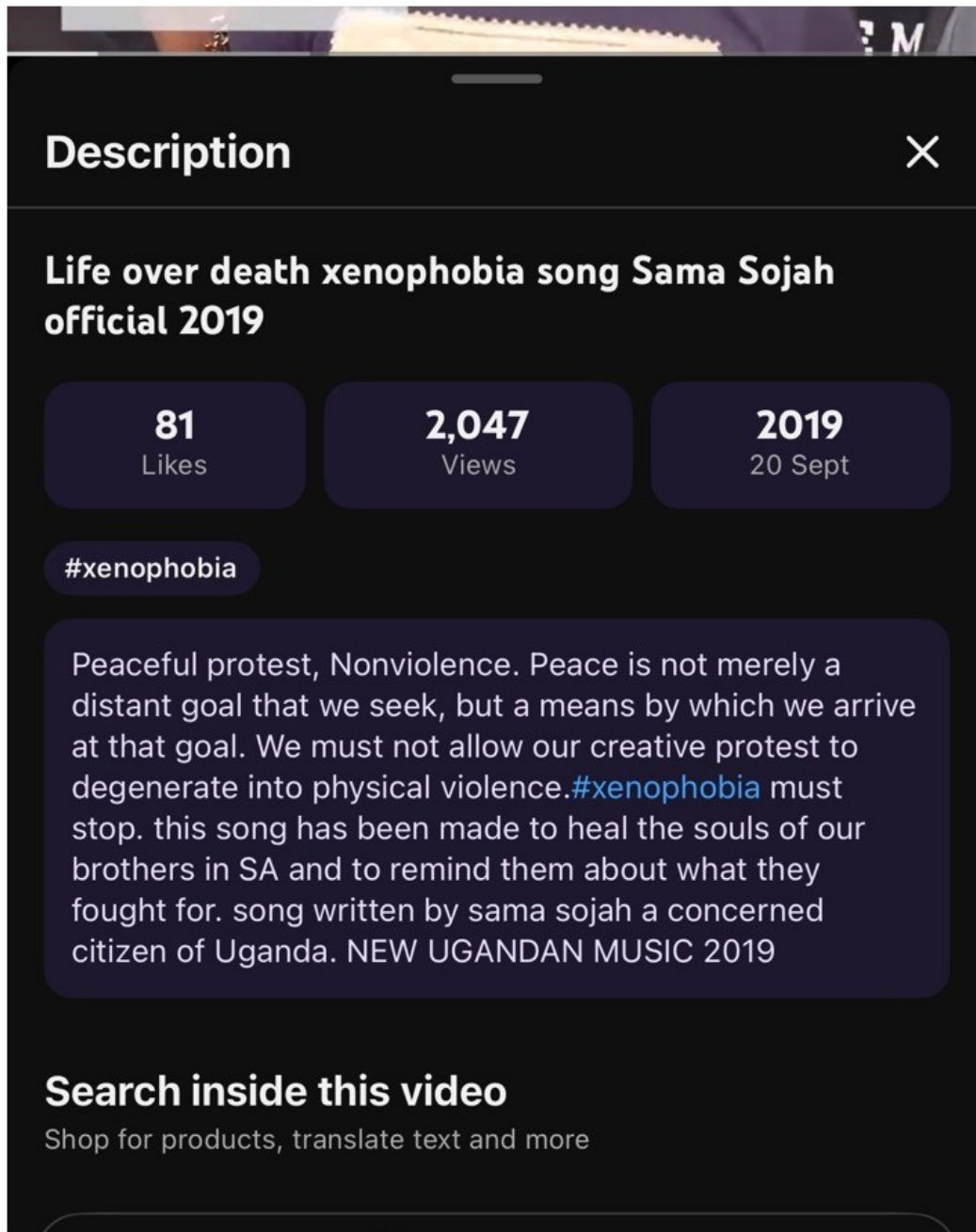
Evidence access



Scan QR or use link below

[Open evidence link](#)

Evidence note: YouTube screenshot supplied showing publication date, views and channel details.



Screenshot of platform evidence supplied by the applicant, showing publication date and channel details.

Campaign 2: Essuubi (Hope)

26 December 2019

Development theme: HIV/AIDS awareness, stigma reduction and hope

Purpose: To encourage hope, compassion and community support for people living with HIV, while reducing stigma and fear around HIV/AIDS.

Communication approach:

- Music for public health awareness
- Anti-stigma messaging
- Digital dissemination through YouTube
- Community-facing health communication

Relevance to Rhythms for Change: Kampala: The campaign demonstrates practical experience using music, creative arts and digital platforms to communicate development messages to communities and young people. This experience will be adapted in Kawaala for GBV prevention, positive social norms and environmental action.

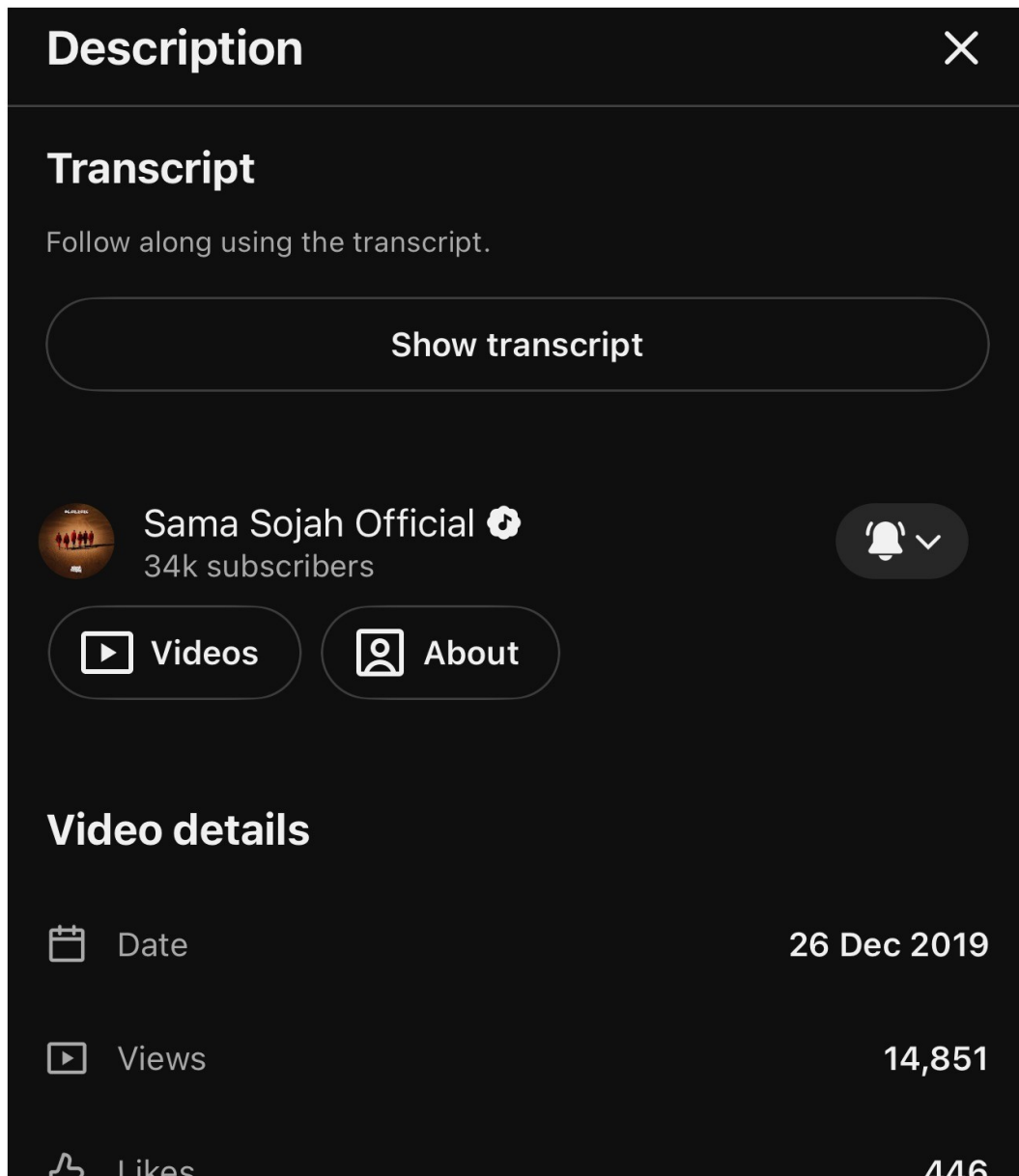
Evidence access



Scan QR or use link below

[Open evidence link](#)

Evidence note: YouTube screenshot supplied showing publication date, views and channel details.



Screenshot of platform evidence supplied by the applicant, showing publication date and channel details.

Campaign 3: COVID-19 Awareness Campaign

28 March 2020

Development theme: Public health communication and behaviour change

Purpose: To support early community awareness on COVID-19 prevention and encourage responsible behaviour to protect families and communities.

Communication approach:

- Music-based public education
- Timely crisis-response messaging
- Digital dissemination through YouTube
- Accessible health communication for broad audiences

Relevance to Rhythms for Change: Kampala: The campaign demonstrates practical experience using music, creative arts and digital platforms to communicate development messages to communities and young people. This experience will be adapted in Kawaala for GBV prevention, positive social norms and environmental action.

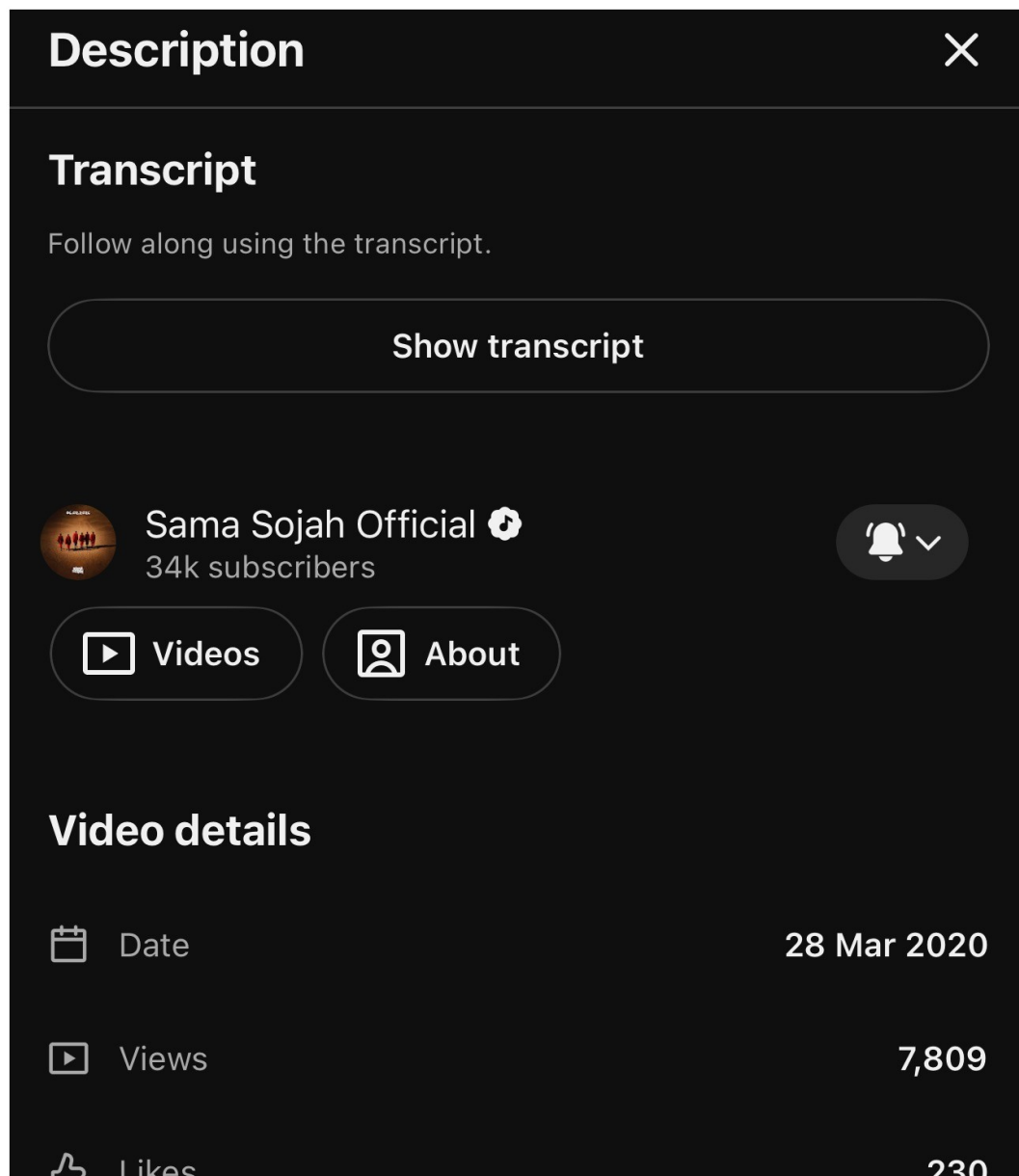
Evidence access



Scan QR or use link below

[Open evidence link](#)

Evidence note: YouTube screenshot supplied showing publication date, views and channel details.



Screenshot of platform evidence supplied by the applicant, showing publication date and channel details.

Campaign 4: Tubukuume

15 June 2020

Development theme: Environmental conservation and natural resource protection

Purpose: To advocate for the rights and protection of forests, rivers and water bodies, and to encourage communities and young people to take responsibility for conserving nature.

Communication approach:

- Music for environmental advocacy
- Digital dissemination through Boomplay
- Nature conservation messaging
- Youth-facing environmental awareness

Relevance to Rhythms for Change: Kampala: The campaign demonstrates practical experience using music, creative arts and digital platforms to communicate development messages to communities and young people. This experience will be adapted in Kawaala for GBV prevention, positive social norms and environmental action.

Evidence access



Scan QR or use link below

[Open evidence link](#)

Evidence note: Boomplay link supplied for the song and platform-based verification.

Platform evidence: The direct platform link is provided above for verification.

Campaign 5: Tebakulimba - Stay in School Campaign

1 August 2025

Development theme: Education, child protection and school retention

Purpose: To encourage children and young people to stay in school, value education and avoid social pressures or alternatives that can limit their future opportunities.

Communication approach:

- Music and collaborative advocacy
- Child-focused public messaging
- Digital dissemination through YouTube
- Education and youth empowerment communication

Relevance to Rhythms for Change: Kampala: The campaign demonstrates practical experience using music, creative arts and digital platforms to communicate development messages to communities and young people. This experience will be adapted in Kawaala for GBV prevention, positive social norms and environmental action.

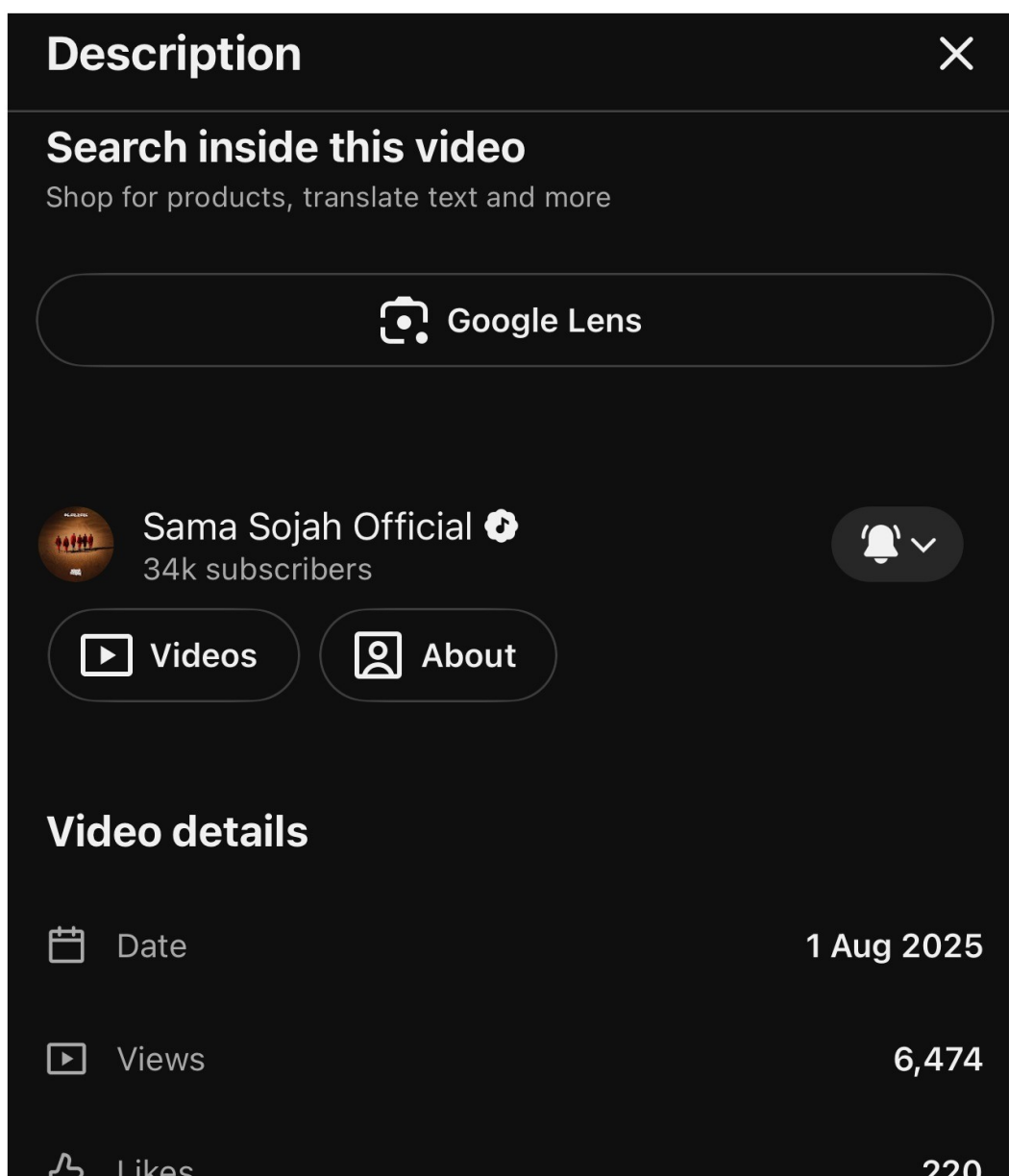
Evidence access



Scan QR or use link below

[Open evidence link](#)

Evidence note: YouTube screenshot supplied showing publication date, views and channel details. The applicant has confirmed that Tebakulimba is the Stay in School campaign.



Screenshot of platform evidence supplied by the applicant, showing publication date and channel details.

Campaign 6: Nile

2025

Development theme: Environmental stewardship and appreciation of natural heritage

Purpose: To promote love for nature and appreciation of the River Nile as a beautiful and important natural resource deserving community care and protection.

Communication approach:

- Music and visual storytelling
- Environmental appreciation messaging
- Digital dissemination through YouTube
- Cultural and nature-based communication

Relevance to Rhythms for Change: Kampala: The campaign demonstrates practical experience using music, creative arts and digital platforms to communicate development messages to communities and young people. This experience will be adapted in Kawaala for GBV prevention, positive social norms and environmental action.

Evidence access



Scan QR or use link below

[Open evidence link](#)

Evidence note: YouTube link supplied for direct verification.

Platform evidence: The direct platform link is provided above for verification.

4. Institutional Relevance to the Proposed Project

The campaigns documented in this annex show a consistent pattern of using creative arts for public-interest communication. The themes - peace, health, education, environmental stewardship and positive youth choices - are directly relevant to the proposed Lot 2 intervention in Kawaala, Kampala.

For Rhythms for Change: Kampala, Sama Sojah Cares Ug. Ltd. will build on this experience by organising youth champions, creative arts sessions, positive masculinity dialogues, school-retention messaging, digital awareness and environmental community action. The project will be implemented in a more structured programme format, with workplanning, beneficiary selection, referral linkages, monitoring, reporting and safeguarding measures.

Conclusion: The portfolio supports the position that Sama Sojah Cares Ug. Ltd. is a newly incorporated institution built on an existing social-impact platform, with documented evidence of public-interest campaigns dating back to 2019. The evidence is most relevant to community mobilisation, creative arts for behaviour change, youth engagement, social norms transformation and environmental action under Grant Lot 2.

5. Evidence Links

Campaign	Date	Primary link
Life Over Death (Xenophobia)	20 September 2019	https://youtube.com/watch?v=J5gvrxJftj8&si=6SjQ2cZPRjwFf8_F
Essuubi (Hope)	26 December 2019	https://youtube.com/watch?v=QINOXXGY7pg&si=Fh3EJXFDXjAKk6mu
COVID-19 Awareness Campaign	28 March 2020	https://youtube.com/watch?v=ZEbYxrMEv0M&si=8mrzQbOJ3D8F8NVv
Tubukuume	15 June 2020	https://www.boomplay.com/share/music/41922609?srModel=COPYLINK&share_content=music&share_channel=copylink&share_platform=ios&srList=IOS
Tebakulimba - Stay in School Campaign	1 August 2025	https://youtube.com/watch?v=6EVm5KyC6E4&si=-sVNJoJksOxpQpdP
Nile	2025	https://youtube.com/watch?v=QUQuAZ66gyQ&si=JiSbGb2EsZnAMx_Q