

# BRASS FOR AFRICA

2023 - 2028 STRATEGY



Brass  
for Africa



# VISION

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All young people and their communities have the opportunity to fulfil their potential and thrive.

# MISSION

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To empower thousands of marginalised children and young people in Africa to significantly and positively transform their lives. Combining rigour and creativity, we will be a world leader in driving social impact and social justice through music.

# VALUES

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PASSION  
INTEGRITY  
INCLUSION  
INSPIRATION





# OUR FOCUS AREAS

## **GENDER EQUALITY**

Girls and young women in the communities we work with still have to go against historical inequalities to make any achievements possible. Our programmes focus on activities that empower girls and deliberately create spaces for them to learn and collaborate equally with their male counterparts.

## **DISABILITY INCLUSION**

Growing up as a disabled child in a society that is not sensitive to their challenges can be extremely limiting, frustrating and isolating. We use music to ensure that children and young people living with a disability get an equal opportunity to showcase their potential and thrive.

## **COMMUNITY EMPOWERMENT**

Both natural and man-made issues affect people living in informal settlements in Africa. We work in partnership with different communities to bring about positive change.

We enable and empower communities to tackle their issues by creating and nurturing game-changers and enhancing resilience.

## **WORKFORCE READINESS**

Through our integrated Music and Life-Skills training, performance opportunities and career support, we are committed to preparing the young people we work with to be able to take on the next challenge in their lives.

## **FULFIL MUSICAL POTENTIAL**

Everyone should have the opportunity to fulfil their potential. We create inspiring and engaging learning environments and performance opportunities for all students and teachers in our programmes. Whether to nourish the soul or lead to meaningful employment, we strive to develop talents to the fullest.

# GENDER EQUALITY

## WHY

Girls and young women in the communities we work with still have to go against historical inequalities to make any achievements possible.

## HOW

By focusing on activities that empower girls and create safe spaces for them to learn, compete and grow as equals with their male counterparts.

## GOALS & OBJECTIVES

- a. INCLUDE AND PROMOTE POLICIES THAT ENSURE GENDER BALANCE IN OUR PROGRAMMES.**
  - Update, review and develop gender-sensitive policies for us and our partners
  - Provide training and support to all Brass for Africa stakeholders on the inclusion and enforcement of these policies
- b. REDUCE THE PROGRAMME DROP-OUT RATE OF GIRLS AGED 15 YEARS AND OVER.**
  - Conduct participant and community surveys and research to establish causal factors
  - Based on research findings, design activities and strategies to address drop-out
- c. ENCOURAGE GIRLS AND YOUNG WOMEN TO TAKE ON LEADERSHIP ROLES WITHIN OUR ORGANISATION AND OUR COMMUNITY PROGRAMMES.**
  - Create a leadership and mentorship programme for girls and young women, and recruit participants from our programmes for this
  - Host “Family Day” events to advocate to families and the community for young women to step forward and take part



# DISABILITY INCLUSION

## WHY

Growing up as a disabled child in a society that is not sensitive to the challenges of people with disabilities can be extremely limiting, frustrating and isolating.

## HOW

By ensuring that children and young people with disabilities get the opportunity to showcase their potential, thrive, and integrate as equals within their community. To reflect the global population, we will aim for at least 15% of our programme participants to be people with disabilities.

## GOALS & OBJECTIVES

### a. FACILITATE INVOLVEMENT OF PEOPLE WITH DISABILITIES BOTH WITHIN BRASS FOR AFRICA AND IN THE COMMUNITIES WHERE WE WORK.

- Maintain partnerships with organisations working with people with disabilities
- Advocate for the participation of people with disabilities within our programmes and elsewhere

### b. CREATE EXPOSURE THROUGH CONCERTS AND PERFORMANCES TO DRIVE THE AGENDA FOR THE INCLUSION OF PEOPLE WITH DISABILITIES IN COMMUNITY DEVELOPMENT AND DECISION-MAKING.

- Maintain regular performance opportunities for people with disabilities
- Host high visibility annual people with disabilities Gala for participants, community leaders and stakeholders

### c. EXPLORE THE ESTABLISHMENT OF A MUSIC AS THERAPY PROGRAMME WITHIN OUR PEOPLE WITH DISABILITIES COMMUNITY.

- Identify and train Brass for Africa teachers to teach and facilitate Music As Therapy



# COMMUNITY EMPOWERMENT

## WHY

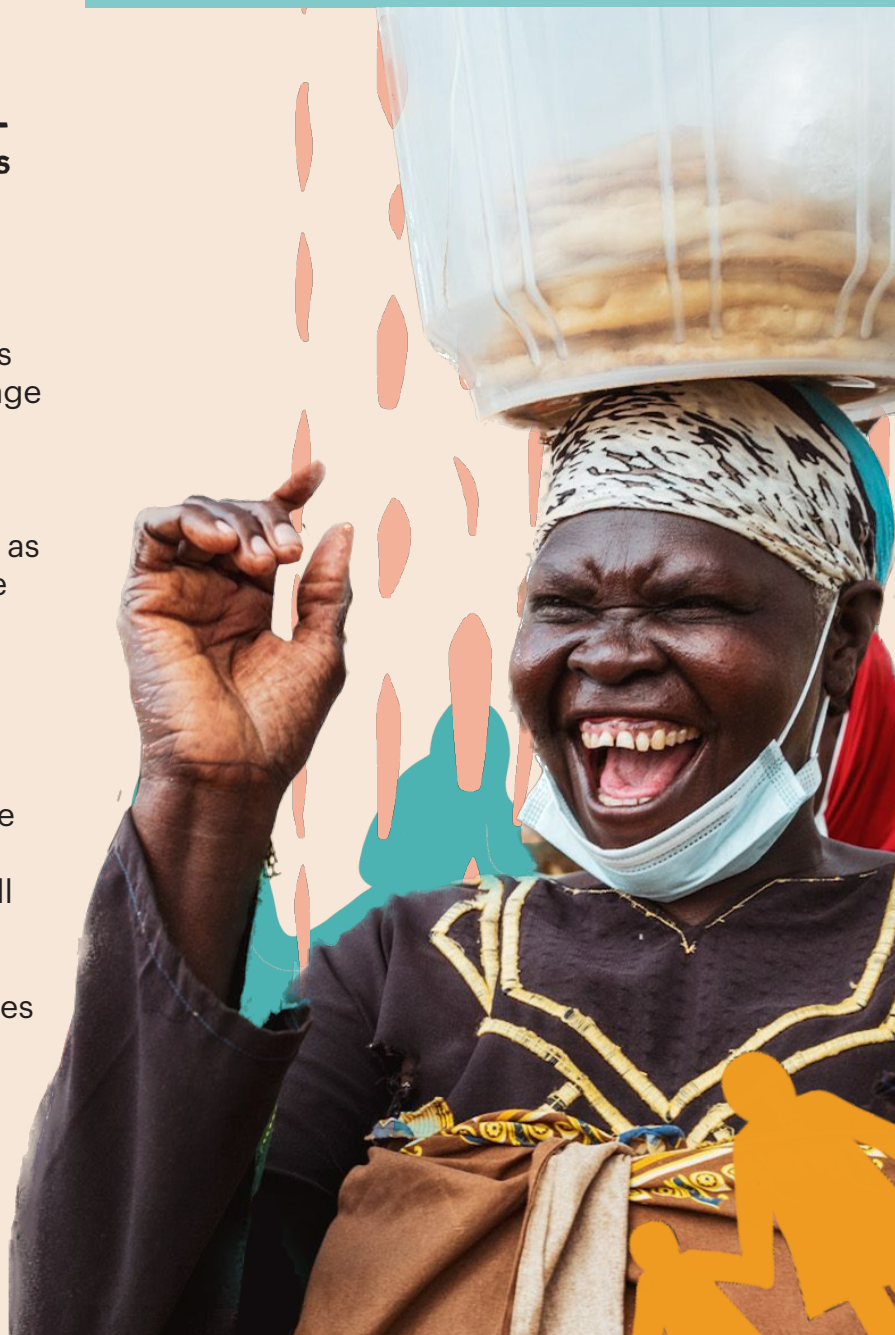
Both natural and man-made issues affect people living in extreme poverty in Africa. Societal push factors include sexual assault, teen pregnancies, mob justice, drug addiction, HIV/AIDS stigma and disinterest in education.

## HOW

By empowering communities to develop resilience and leadership to bring about positive change, they are able to recover and rejoin the paths of development.

## GOALS & OBJECTIVES

- a. EMPOWER COMMUNITIES THROUGH MULTI-LEVEL ENGAGEMENT AND PROVIDE AVENUES TO SHARE THEIR MESSAGE.**
  - Promote peaceful co-existence within host communities and refugee communities
  - Provide community performances where they can share their message
- b. CREATE AWARENESS FOR SAFETY AND THE RIGHTS OF CHILDREN WHERE WE WORK.**
  - Use National & International Days as a vehicle to educate and promote the rights of children in Africa
- c. CONTRIBUTE TO COMMUNITY EFFORTS TACKLING PRESSING ISSUES.**
  - Continue and develop HIV awareness initiatives to contribute to the goal of bringing HIV/AIDS to epidemic control levels in small communities in Uganda
  - Identify issues within the communities and develop activities and strategies



# WORKFORCE READINESS

## WHY

In Sub-Saharan Africa, the African Development Bank estimates that without concerted action nearly 50% of young people will be unemployed or economically inactive by 2025.

## HOW

By preparing the young people we work with to be ready to take on the next challenge in life.

## GOALS & OBJECTIVES

- a. ACHIEVE OFFICIAL RECOGNITION OF BRASS FOR AFRICA TRAINING.**
  - Enhance the curriculum to meet the specifications of Directorate of Industrial Training for Uganda Vocational Qualifications (UVQ)
  - Prepare musicians for Associated Board of the Royal Schools of Music (ABRSM) exams
- b. PROVIDE CAREER GUIDANCE AND DEVELOPMENT FOR BENEFICIARIES OVER THE AGE OF 17.**
  - Profile and identify existing skills and capabilities within beneficiaries of working age and status
  - Promote students to potential employers
- c. PROMOTE CAPACITY DEVELOPMENT WITHIN OUR PARTNERS SO THAT THEY CAN FULFIL THEIR OBJECTIVES.**
  - Identify capacity needs among partners
  - Provide support to enable needs to be addressed



# FULFIL MUSIC POTENTIAL

## WHY

Quality music education is inaccessible to most people in sub-Saharan Africa. Developing talent and fulfilling musical potential allows young people to express themselves and flourish as human beings.

## HOW

By training inspirational and dedicated teachers, ensuring student progression with quality resources and curriculum, partnering with other organisations pursuing quality music education and creating opportunities to perform and showcase talent.

## GOALS & OBJECTIVES

- a. SEEK EXTERNAL EXPERTISE AND OPPORTUNITIES.**
  - Partner with external educators
  - Provide opportunities for Brass for Africa musicians to tour and perform
- b. IMPROVE MUSICAL ABILITY.**
  - Continue the All-Star Band initiative – focusing on the gifted and talented from within our programmes
  - Progress student bands through the Brass for Africa curriculum stages and assessments
- c. TRAIN THE TRAINERS.**
  - Train local teachers to deliver the current Brass for Africa curriculum and resources
  - Provide instrument and musicianship development for every teacher





# JOIN US

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Brass for Africa's vision is that, by 2028, we will have supported thousands of marginalised children and young people in Africa to significantly and positively transform their lives. Our strategy sets out a clear path to get us there.

Our continued success is thanks to the leaders, partners, and friends who have supported, informed and challenged Brass for Africa's mission since our launch in 2009. The shared purpose, spirit of possibility and generosity that we have encountered continue to motivate us and drive us forward to create brighter futures through music.

We draw huge inspiration from the many children and young people that Brass for Africa works with, as well as from the leaders on the ground that deliver this life-transforming work. It is not just a job for our team; it is a vocation and a calling. It is

not a music lesson to our beneficiaries, for many, it is life itself. For our supporters, it is more than a charity.

You too can become part of our impact. Join us – we cannot do this alone. We seek the engagement of multiple partners and commit to working openly, sharing our successes, and pushing ourselves to go above and beyond to accomplish our objectives.

While the world we operate in will undoubtedly change rapidly and we will need to change with it, our guiding vision will remain constant. Whether you are a private company or an innovator, an entrepreneur or a policymaker, we are looking for partners, friends and collaborators to join us.

**WE HOPE YOU SHARE OUR VISION AND WILL JOIN US AS WE EMPOWER THOUSANDS OF CHILDREN AND YOUNG PEOPLE TO TRANSFORM THEIR LIVES THROUGH MUSIC.**

[WWW.BRASSFORAFRICA.ORG](http://WWW.BRASSFORAFRICA.ORG)





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