



ANNUAL REPORT 2024




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**"THROUGH MENTAL WELLNESS
AND PARTNERSHIPS, AWAGO
ENABLES WOMEN AND GIRLS TO
OVERCOME BARRIERS AND
THRIVE."**



**"SINCE 2011, WE HAVE TAUGHT
OVER 164,000 WOMEN AND
GIRLS TO MEDITATE, OFFERING
A FOUNDATION FOR GROWTH
AND EMPOWERMENT."**

Women and girls are at the core of AWAGO's mission. In many communities, they serve as first responders during crises yet face systemic challenges, including limited access to education, healthcare, and economic opportunities. At AWAGO, we collaborate with community service organizations, including health service organizations and schools, which are essential partners in our work. In 2024, AWAGO worked with 84 health facilities and 84 schools.

We work closely with each woman, recognizing her potential to transform her life, her family, and her community. That transformation begins with mental resilience. By teaching Transcendental Meditation, we equip women and girls with a vital tool for mental wellness and strength. Since 2011, we have taught over 164,000 women and girls to meditate, offering a foundation for growth and empowerment. In 2024, AWAGO impacted over 9,724 women and girls.

**"WOMEN AND GIRLS ARE AT
THE CORE OF AWAGO'S
MISSION."**

In these underserved areas, our team frequently acts as the sole provider of consistent mental wellness support through our "Check-Ins." In 2024, AWAGO checked 30,680 meditators. These regular interactions not only improve service delivery but also allow us to listen to each woman's story and better understand the barriers she faces. E.g., women have shared with us and our partners that the most significant obstacles to their economic empowerment include a lack of time, limited control over income, a persistent productivity gap, violence, and restricted access to resources.

"TRANSFORMATION BEGINS WITH MENTAL RESILIENCE."


Guided by our care model, which leverages strong partnerships to amplify reach, scale, and impact, we focused this year on advocating for gender justice. We worked alongside partners to amplify the voices of women and girls, advocating for greater gender equality and the right to live lives free from violence. Additionally, we engaged with the Ministry of Gender, Labour, and Social Development to further advance this cause.

We remain deeply grateful to our donors, partners, and volunteers whose unwavering support enables our work. Together, we are building a more equitable future where every woman and girl can thrive.

**"TOGETHER, WE ARE BUILDING A MORE
EQUITABLE FUTURE WHERE EVERY WOMAN
AND GIRL CAN THRIVE."**

JUDITH NASSALI
EXECUTIVE DIRECTOR



A woman with dark skin and braided hair is sitting and smiling. She is wearing a green and white patterned top with cut-out sleeves. She is holding a small yellow fruit in her hands. The background is a blurred indoor setting with a white wall and a dark door frame.

**IN 2024, AWA60 CONTINUED TO DEEPEN ITS
IMPACT ACROSS UGANDA THROUGH ITS THREE
PILLARS, REACHING A TOTAL OF 14,098
INDIVIDUALS WITH TRANSCENDENTAL
MEDITATION (TM).**

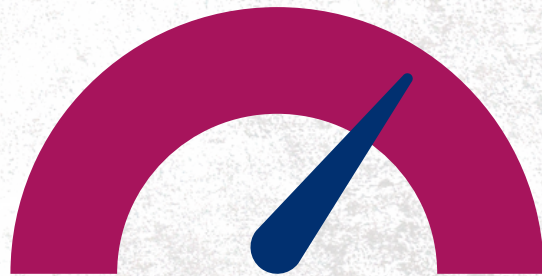
KEY ACHIEVEMENTS IN 2024

14,098

new meditators trained.

9,724

of them were
women and girls



69% female participation
across all pillars.

EXPANDING MENTAL WELL-BEING INITIATIVES

Heal the Healers

3,514

74.4%
Women & Girls

Education

7,084

51.6%
Women & Girls

Transforming Lives

3,500

98.5%
Women & Girls

TRANSFORMING LIVES

Grassroots Empowerment Through Mental Wellness



3,500

Taught in 2024

8,316

Checked in 2024

The Transforming Lives pillar lies at the very heart of AWAGO's mission—uplifting women and girls in Uganda's most underserved communities. This includes young mothers, single mothers, and women affected by poverty, gender-based violence, early marriage, and deep social isolation.

In these environments, where public systems often fail, AWAGO steps in with something rare and transformative: Transcendental Meditation, a tool that doesn't just calm the mind, but restores identity, purpose, and agency.

62%

of trained women reported starting or expanding businesses.

84

new community-based organizations (CBOs) partnered with us.

74%

reported improved relationships and family harmony.



Sarah, a hardworking mother, once struggled to make ends meet. The stress of providing for her children felt overwhelming. But after learning Transcendental Meditation (TM) through AWAGO, everything changed.

With a clearer mind and renewed confidence, Sarah started her own vegetable stall. TM helped her stay calm, focused, and resilient—even on tough days. Now, she not only supports her family but also inspires other women in her community to take control of their futures.

"Meditation gave me the courage to build something of my own," Sarah says. Her journey is proof that with the right tools, every woman can rise.

"Learning TM has changed my life. I feel more peaceful, and my relationship with my family and my baby has really improved. I'm happier at home, and I can feel the difference in my mind and in my community too."



At AWAGO, we believe transformation begins with mental resilience.

By teaching Transcendental Meditation (TM), we empower women and girls to build their mental wellness, creating a strong foundation for economic empowerment and social harmony. TM helps reduce stress, improve focus, and build emotional stability—critical tools for women navigating systemic challenges.

HEAL THE HEALERS

Supporting Women on the Frontlines of Healthcare



3,514

Taught in 2024

7,942

Checked in 2024

Healthcare workers in Uganda face significant mental and emotional strain, especially in underserved communities. AWAGO's Heal the Healers program addresses these challenges by offering TM as a tool for stress management and burnout prevention.



Recognizing the importance of mental wellness for doctors, nurses, caregivers, healthcare staff and community leaders, this pillar provides stress-management tools, including Transcendental Meditation, to sustain the well-being of those who support others.

78%

reduction in reported burnout symptoms.

84

new health facilities integrated the program.



"I am Nabulya Vivian, a Senior Nurse at Uro Care Hospital. I want to express my heartfelt gratitude to the incredible team that introduced the TM program to our healthcare staff. Since learning TM, I've noticed a real difference—not just in myself, but across the team. We are more enthusiastic at work, and I personally feel more peaceful, mentally balanced, and socially grounded. I'm now able to lead and coordinate my team with much less stress and anxiety."

— **Nabulya Vivian, Senior Nurse, Uro Care Hospital**



I'm Birungi Katherine, a Registered Nurse at Medik Hospital. Since I learned Transcendental Meditation (TM) with my team, work has become much easier for me. I feel calmer, more energetic, and even younger! My team is more cooperative, and I no longer receive complaints from patients. Our overall performance has improved, and I'm truly grateful for this program and the wonderful trainers who guided us."

— **Birungi Katherine, Registered Nurse, Medik Hospital**

TM reduces anxiety and depression, improving decision-making.

Medical errors decrease, and patient care quality improves.

Healthcare workers develop greater emotional resilience, improving hospital morale.

"I'm Dr. Achen Sharon, a pediatrician at Great Life Hospital. Caring for toddlers is both beautiful and overwhelming. But since I began practicing Transcendental Meditation (TM), I've moved from constant worry to a place of joy and calm in my work. TM has truly transformed how I show up for the little ones in my care."

— **Dr. Achen Sharon, Pediatrician, Great Life Hospital**

EDUCATION

Empowering Educators, Transforming Classrooms



7,084

Taught in 2024

14,422

Checked in 2024

Behind every successful student is a teacher. But Uganda's educators, especially women, are often overwhelmed, under-resourced, and overburdened. AWAGO's Education program was designed with them in mind.

By integrating TM into schools, we're not just reducing stress; we're reawakening leadership, boosting creativity, and restoring joy in the classroom. We empower female educators to not only survive, but to thrive and lead boldly.

80%

of women educators shared that they respond more calmly to classroom challenges after starting TM.

84

new schools enrolled and practicing TM.

EMPOWERING THE NEXT GENERATION THROUGH SCHOLARSHIPS



BBA majored in Finance

At AWAGO, we believe that education is not just a right—it's a pathway to transformation. In 2024, we deepened our commitment to empowering young women through targeted scholarship support that combines access to education with mental wellness and personal growth.

28

girls at Ideal Girls High School in Mbale, a unique institution that integrates mental wellness and Transcendental Meditation (TM) into its core curriculum, received scholarships.

3

women pursuing university education, supported with full tuition and mentorship.

One of our university scholars graduated with a bachelor's degree in Business Administration from Makerere University Business School and is now employed as an administrator at a financial institution.

Amaniyo Lillian, one of our vocational graduates, completed her certificate in Medical Laboratory Practice at St. Francis Health Institute and is now proudly working at a local medical center.

28

young women pursuing vocational training in fields like tailoring, hairdressing, nursing, and hospitality received scholarship support.

All of our scholarship recipients are also dedicated meditators, young women who have embraced TM to build emotional resilience and clarity in their academic and personal journeys.



"I'm Mr. Nsubuga Ali, a teacher and Director of Studies at Rahmah High School. Before I learned TM, I was overwhelmed with stress, from home, from work—I had no peace of mind, and it affected how I performed my duties. But learning to meditate changed everything. TM became the medicine that calmed my mind.

"My awareness opened, my thinking became more positive, and I started seeing things differently. I became more organized and calm. The pressure I used to carry just disappeared. I even forgave my wife, and now I'm more loving, focused, and present in both my personal and professional life.

"Today, I love my job. I'm punctual, hardworking, and full of energy. TM brought happiness and balance back into my life."
— **Mr. Nsubuga Ali, Director of Studies, Rahmah High School**

"Transcendental Meditation has brought a new sense of balance and clarity into my life as a teacher at Gershiborn Christian High School. Before TM, I often felt overwhelmed by lesson planning, grading, and managing the classroom. Since making meditation part of my daily routine, everything has shifted.

"I feel more energized, creative, and joyful in my work. My lesson planning has improved, and I start each day with a clear mind and renewed purpose. Even my students have noticed the change—they respond positively to the calm and focus I now bring to the classroom. TM has truly been a blessing, helping me become not only a better teacher, but also a more present mentor."

— **Teacher, Gershiborn Christian High School**

"As a school secretary, I used to feel completely exhausted—especially during exam periods. I would often shout at students and lose control of my emotions. I didn't have the awareness or self-discipline to manage the pressure. But since I learned TM I've truly changed.

"Now, I respect myself, my job, and the people around me. I'm calmer, more patient, and more aware of others' feelings. TM has taught me how to reduce stress and live a happier, more balanced life. Thank you for supporting this program, and bravo to our teacher for guiding us with so much care."

— **School Secretary**





BUSINESS DEVELOPMENT & STRATEGIC GROWTH

In 2024, AWAGO accelerated its Business Development and Organizational Growth Strategy, led by Executive Director Judith Nassali.

POLICY ADVOCACY

AWAGO participated in a high-level policy brief meeting convened by the Ministry of Gender, Labour, and Social Development in partnership with NAWOU, where it advocated for the inclusion of mental wellness services for women in government planning. The policy recommendations were submitted to the National Planning Authority for consideration in the upcoming NDP IV, reflecting AWAGO's commitment to integrating mental wellness into national development priorities.

PARTNERSHIPS FORMED

AWAGO welcomed three new partner organizations in 2024 to enhance holistic service delivery and broaden our impact across Uganda:

African Women and Youth Action for Development (AWYAD)



Girl Up Initiative Uganda



Youth Alive Uganda



STRATEGIC POSITIONING & ENGAGEMENT

As part of its journey toward self-sufficiency and institutional growth, in 2024, AWAGO continued to engage strategic partners to support program expansion.

CALL TO ACTION

AWAGO invites like-minded institutions, development partners, and policymakers to collaborate in advancing community-based mental wellness solutions and scaling the impact of our women-centered programs across Uganda.

PUBLIC EVENTS & ADVOCACY PLATFORMS

AWAGO actively participated in major public events and advocacy platforms, strengthening its public voice and mobilizing community action:



INTERNATIONAL DAY OF THE GIRL CHILD

In collaboration with Girl Up Initiative Uganda, AWAGO convened over 200 school-going girls to celebrate girl-led leadership, share their stories, and propose local solutions to the challenges they face.

INTERNATIONAL WOMEN'S DAY

Co-hosted alongside Africa ELI, AWYAD, Rotaract Club, Twezuule Foundation, and the Ministry of Gender, Labour, and Social Development, Uganda. This event spotlighted both the resilience and ongoing challenges facing women, calling for collective action to dismantle systemic barriers.

MILESTONES & RECOGNITIONS

AWAGO's Executive Director, Judith Nassali, received two prestigious honors for her unwavering leadership:



Peace Road 2024 – Ambassador for Peace Award

Recognized under the theme "One Earth, One Humanity, One Peace", this honor highlights Judith's efforts to foster unity, peace, and conflict resolution through community healing.

Pan-African Pyramid Recognition

Honored for her strong advocacy for gender equality and mental wellness, particularly through her pioneering work with TM for African women and girls.

AWAGO TEAM



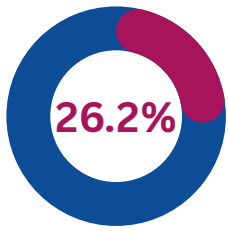
From the top left are Awuma Ruth (TM Teacher), Nalubwama Joan (Office Assistant), Nakanjako Annet (Finance), Arinaitwe Justine (TM Teacher), Nakafeero Suzan (TM Teacher), and Aine Mbabazi Alexandria (HR and TM Teacher). From the lower left, are Acom Sarah (TM Teacher), Nassali Judith (Executive Director and Senior Teacher), Kiconco Night (Senior Teacher), Nankya Grace (Director of Operations and Senior Teacher), and Nassali Teddy (Senior Teacher)

TEAM GROWTH

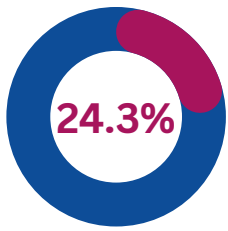


AWAGO welcomed Mr. Peter Ojwang as Marketing Officer. Peter is responsible for leading the organization's storytelling, digital communications, and strategic visibility. He worked closely with program teams to capture transformative stories, enhance donor communication, and promote AWAGO's mission to wider audiences.

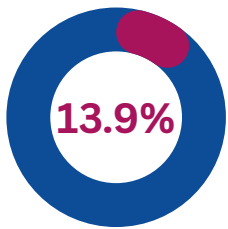
FINANCE



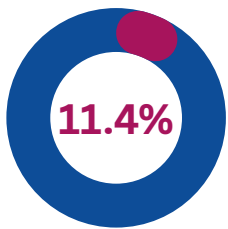
\$127,134
Admin & Operating*



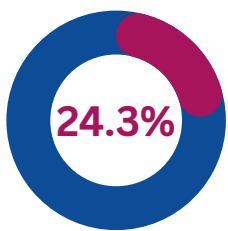
\$117,984
Education



\$67,316
Transforming Lives



\$55,617
Heal the Healers



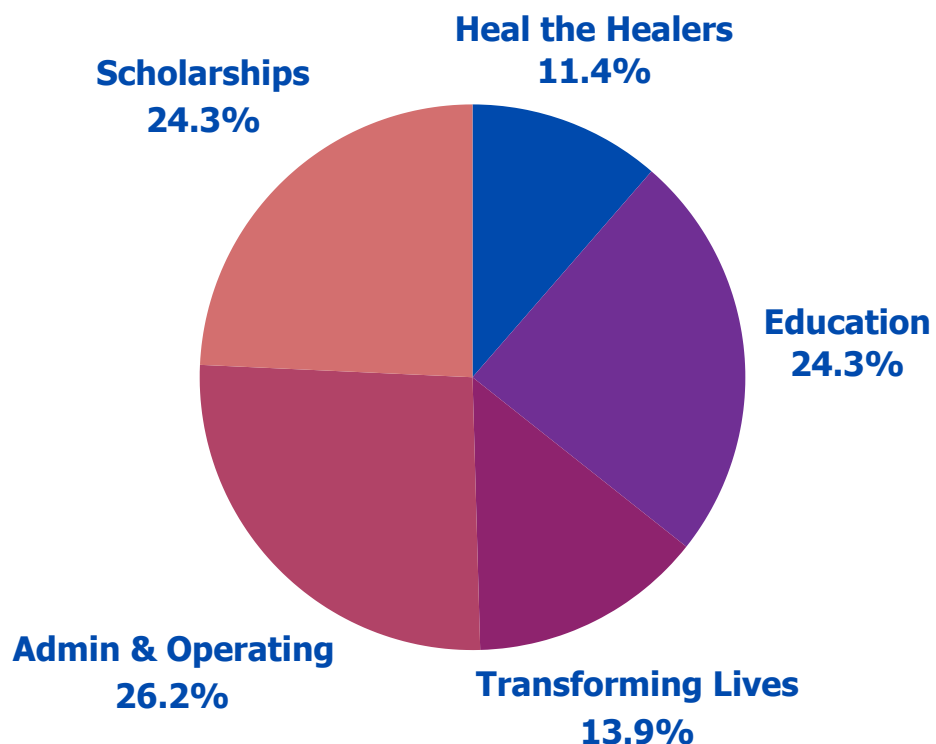
\$117,902
Scholarships

\$520,663

Total Donations

\$485,953

Total Expenditure



*Administration & Operating costs include: Rent, Salaries for support & Management Staff, Office supplies, Security, Utilities, Telecommunication, and Taxes

AWAGO'S AMBITIONS FOR 2025

01



Enhance Women's Agency Through Self-Directed Tools

Expand TM adoption to foster mental wellness, reduce stress, and enhance decision-making skills.

Partner with local organizations to train over 50,000 women annually and provide consistent follow-up.

02



Promote Educational Advancement

Strengthen grassroots community-based organizations with access to scholarships and mentorship programs.

Implement transformative pillars of Risk Mitigation, Response, and Prevention to build resilient communities.

03



Strengthen Gender Equality and Leadership

Launch a Women's Leadership Council to advocate for policy reforms and amplify women's voices in community development.

Utilize the Sidle & Oulo Assessment Framework to track progress in leadership and self-governance.



A group of young women are standing outdoors in front of a light-colored building. They are all smiling and looking towards the camera. The woman on the far left is wearing a white polo shirt and a dark skirt. The woman next to her is wearing a white long-sleeved shirt with a large black and white graphic of a leopard. The woman on the far right is wearing a white polo shirt with a red collar and a logo. The text "Thank you to Our Donors, Partners, & Volunteers!" is overlaid on the image in a large, bold, white font with a red outline.

**Thank you
to Our Donors,
Partners, &
Volunteers!**

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Follow Us: Facebook | Twitter | Instagram

**Together we are
changing lives and
building a brighter
future for women and
girls across Uganda.**