

FUSE

Federation of Uganda Social Enterprises



RURAL COMMUNITY OUTREACH

Mukono, Uganda: Summarized Report

Bridging the urban-rural divide in social entrepreneurship support in partnership with Thrive Together Initiative.



8 August 2025



Mukoko Youth Centre



53 Participants

Empowering local social entrepreneurs in Mukono

On August 8, 2025, FUSE hosted a rural community outreach in Mukono, Uganda, supported by Thrive Together Initiative. The event addressed the urban-rural divide in social entrepreneurship support, raising awareness of FUSE's mission and gathering insights into rural needs.

Despite lower-than-expected attendance, the event fostered meaningful engagement and highlighted untapped potential in Mukono's entrepreneurial landscape.



53

Rural innovators engaged



2 hrs

Interactive program



1

Grassroots partner org

The essentials, at a glance



DATE

August 8, 2025



LOCATION

**Mukoko Youth Centre,
Mukono District**



PARTNER

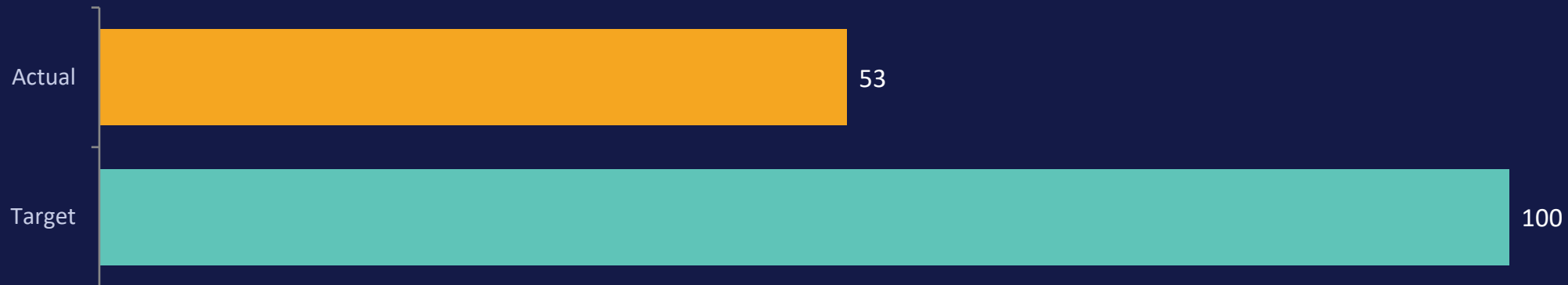
**Thrive Together
Initiative**



TIME

11:00 AM – 1:00 PM

Attendance: Target vs. Actual



What the outreach set out to achieve



Educate & Onboard

Educate rural entrepreneurs on FUSE's mission, vision, membership benefits, and application process through dedicated awareness sessions.



Listen & Inform

Identify challenges, needs, and opportunities through open discussions to inform tailored support strategies for rural entrepreneurs.

A two-hour program of dialogue and discovery

-  **Welcome & Introductions** Hosted by Thrive Together Initiative, with participants sharing their ventures.
-  **Keynote Address** FUSE CEO Mugerwa Timothy on sustainable impact, formalization, UNBS certification, and available funds.
-  **Facilitated Discussions** Moderated by David Luganda (Head of Partnerships); uncovered capital, tax, and regulatory barriers.
-  **Product Exhibition** Handmade shoes, woven baskets, mushrooms, local wines, and briquettes — promoting networking.
-  **Q&A and Closing** Interactive dialogue, followed by remarks from FUSE and Thrive Together Initiative.



Notable observation: Many participants confused traditional entrepreneurship with social entrepreneurship — underscoring the need for broader education.

Building toward formalization and market access

FUSE CEO Mugerwa Timothy's keynote centered on five practical levers for rural entrepreneurs:



Sustainable Impact

Building ventures designed for lasting community benefit.



Business Formalization

Moving from informal operation to registered, structured enterprise.



UNBS Certification

Certification pathways that unlock access to formal markets.



Rural Impact Fund

Dedicated funding support for women and girl entrepreneurs.



Social Enterprise Fund

Dedicated funding support for youth-led social enterprises.

What the discussions surfaced



Lack of Awareness

Widespread confusion about social entrepreneurship concepts among participants.



Operational Hurdles

Entrepreneurs largely operate solo with limited scaling guidance; capital access, regulatory delays, and high taxes stifle growth.



Opportunities

Strong creativity and community pride, with real potential for FUSE-led capacity building and funding to drive impact.

From one outreach to a nationwide series



Outcomes & Impact

The event sparked interest in FUSE membership, generated actionable insights for future programs, and built a nascent network of 53 rural innovators. The exhibition celebrated local ingenuity, motivating participants and laying the groundwork for inclusive growth.

These findings will shape targeted interventions, advancing FUSE's goal of sustainable rural development.



Way Forward

Building on the success of the Mukono outreach, FUSE is committed to expanding its rural community outreach series nationwide ensuring social entrepreneurs across all regions benefit equally from the available resources and networks.

CONCLUSION

A vital step in bridging rural-urban gaps, amplifying voices, and igniting social entrepreneurship.

The Mukono outreach affirmed the untapped potential across Uganda's rural entrepreneurial landscape. FUSE commits to ongoing support for the country's rural innovators — turning one outreach into the first step of a nationwide movement.



Get in Touch

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