



FUSE Rural Community Outreach in Mukono, Uganda: Summarized Report

Event date: August 8, 2025

Location: Mukoko Youth Centre, Mukono District

Partner: Thrive Together Initiative

Attendance: 53 participants (target: 100)

Introduction

On August 8, 2025, the Federation of Uganda Social Entrepreneurs (FUSE) hosted a successful rural community outreach in Mukono, Uganda, to empower local social entrepreneurs. Supported by Thrive Together Initiative, this 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.

Objectives

1. Educate rural entrepreneurs on FUSE's mission, vision, membership benefits, and application process via awareness sessions.
2. Identify challenges, needs, and opportunities through discussions to inform tailored support strategies.

Event Overview

The two-hour program (11:00 AM–1:00 PM) featured interactive sessions and a product showcase. Key activities included:

- **Welcome and introductions:** Hosted by Thrive Together Initiative, with participants sharing their ventures.
- **Keynote address:** FUSE CEO Mugerwa Timothy emphasized sustainable impact, business formalization, UNBS certification for market access, and funds like the Rural Impact Fund (for women/girls) and Social Enterprise Fund (for youth).
- **Facilitated discussions:** Moderated by David Luganda (Head of Partnerships), sessions uncovered barriers like capital shortages, high URA taxes, and lengthy UNBS processes.
- **Product exhibition:** Attendees displayed innovative items such as handmade shoes, woven baskets, mushrooms, local wines, and briquettes, promoting networking and inspiration.
- **Q&A and closing:** Interactive dialogue followed by remarks from FUSE and Thrive Together Initiative

A notable observation: Many participants confused traditional entrepreneurship with social entrepreneurship, underscoring the need for broader education.

Key insights and challenges

- **Lack of awareness:** Widespread confusion about social entrepreneurship concepts.
- **Operational hurdles:** Entrepreneurs operate solo due to limited scaling guidance; key barriers include funding access, regulatory delays, and high taxes, stifling growth.
- **Opportunities:** Strong creativity and community pride, with potential for FUSE-led capacity building and funding to drive impact.



Outcomes and 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 that social entrepreneurs across all regions benefit equally from the available resources and networks

Conclusion

The Mukono outreach was a vital step in bridging rural-urban gaps, amplifying voices, and igniting social entrepreneurship. FUSE commits to ongoing support for Uganda's rural innovators.

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