



Our ganda NEWSLETTER

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The Story We Cannot Tell

Does Ourganda have outstanding stories to tell? Yes.

If you want to hear stories we have told in the past, check out www.ourganda.org/stories. If you want to hear new ones from my recent trip, call me at the number above. I will either drop everything immediately and go into story mode, or I will call you back. Really, I will.



Does Ourganda have a story we cannot tell? Yes.

Read the rest of this newsletter to learn what it is - or skip to the end if you're impatient (like I am).

I just returned from Uganda. I wish you could have joined me. The long trip is brutal (thanks to some unexpected flight changes, I banked 54 hours from my bed at home to a bed in Uganda!) - but the people are wonderful. And our teams are creating the pathway for thousands of people to flourish.

The primary purpose of this trip...

was to support and accelerate the growth of our micro-business movement. Our mobile medical clinics continue their weekly rhythm of struggling up steep hills and fording mountain creeks to bring better health to the thousands of people who can't get to a doctor or a clinic. But it's not enough to save and extend people's lives through medical treatment and healthy living, then send them back into ultra poverty. **We have to help them lift themselves - and business is the most effective way.**

I was accompanied by Ralph, a micro-business consultant from Kansas City. Long before we arrived, Godfrey and Vincent were already working with 40 people who are organized into four business clusters: carpentry, tailoring, goat-rearing, and bee-keeping.

What did the four of us do?

- We refined our vision: "Our micro-business program will be a smashing success when the majority of the residents of our villages are consistently and increasingly enjoying and benefitting economically from their work." Then we hammered out a strategic plan.
- We met with leaders from each cluster. They described what is going well and what they need to do better. Ralph asked a hundred questions and helped them map out their next steps.
- Ralph taught a class titled "Is My Business Ready for a Micro-Loan?" followed by a second class called "Lean Start - Creating a Business from Scratch".



Every moment was exciting!

The energy and creativity were intense. Yet everywhere you look, you see people who are not in the business loop. They work hard, but they have no chance of benefiting economically from their work. Their system has passed them by, and if we are not careful, ours will as well.

What is the story we cannot tell - yet?

Women and girls carry heavy loads of water on their heads and back, sometimes for many hours a day. We discussed and debated these questions:

- How can women who carry water enjoy their work and benefit from it economically?
- Business is passing money around, so how do we get these women into the business loop?
- How does a woman gain autonomy when she has no money, no choices, and no control over her future?

I told Godfrey and Vincent, "You already have some tremendous 'Before and After' stories. We love to hear every one. **But our micro-business program will not be a success until we can tell the story of women who used to carry water five or six hours a day but no longer do.** I want multiple 'Before and After' stories of women who were burdened down. They had no hope of escape, but now they create a product or offer a service, they benefit economically, they enjoy their work, and they are flourishing."

After several hours of ideas and scenarios bouncing off the walls like soccer balls at a Nyahuka tournament, the four of us agreed on a plan. I will share the details in a future letter, but rest assured, **Ourganda will solve this problem.** In addition to the dozens of success stories our teams are already writing, it will not be long until we share story after story about women and girls who were marginalized, but now they are leading the way in blessing their families and their communities!

We love what we do in western Uganda, but we need your help. Please be generous. If you already give, thank you. If you don't, will you consider a recurring donation? Every dollar will help.

Thank you! Thank you! Thank you!



Ron Gladden
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