



Love Mercy Social Impact Report

The Wellbeing of Women
and Communities in
Northern Uganda

May 2020

Prepared by



HUBER
SOCIAL



Contents

Introduction	3
The Love Mercy Mission	4
Why Measure Social Impact	5
Program Summary	6
Measurement Activities	7
Demographics of Survey Participants	8
Love Mercy Social Impact Model	9
Key Findings	10
The Impact of Love Mercy	11
Outcomes for Women in Program	12
Priority Needs	14
Findings by Village	16
Graduates	22
The Huber Social Wellbeing Measurement Framework	23
Get Involved	25
Get in Touch	26
Data Transparency Page	27



Improving the Wellbeing of Women and Communities of Northern Uganda

The women of northern Uganda, along with their champions at Love Mercy Foundation, have faced an incredible few years of challenges; drought, a global pandemic and the threat of a locust plague.

Rising above their challenges, the teams worked hard to make sure the 'Cents for Seeds' program was able to continue. The results demonstrate how important and how effective the program has been; continuing to have a significant impact on overall Wellbeing and well as deliver specific outcomes across nutrition income, water, safer communities and self respect and wellness for the women themselves.

Cents for Seeds targets women because when women are happy and healthy, the ripple effect on communities is profound. To be able to demonstrate the program works as well continue to measure the changing needs of women and the communities, Love Mercy Foundation has been measuring the impact of the Cents for Seeds program in a longitudinal Wellbeing study since 2018.

Measuring impact in terms of Wellbeing enables Love Mercy to have a data driven approach to knowing what they are doing is putting women in the best position to fulfill their potential as well as deliver important outcomes that allow them to support their families and communities.

But it takes hard work - and hard work that should be celebrated. So in addition to paying respect to the participants, Love Mercy's Social Impact Reports always make it back to the villages in Uganda for them to celebrate the strengths of the women and their results.



Cents for seeds is a simple solution to poverty, a hand up, not a handout.



MISSION

To partner with local communities to find innovative solutions to **reduce poverty and increase wellbeing following 20 years of civil war.**



Why Measure Social Impact?

We measure the social impact of Love Mercy to both prove their social impact, and to be able to inform how delivery may be improved.

1. Prove

To measure the impact of Love Mercy, Huber Social measures the shift in overall Wellbeing and outcomes achieved for the women in Love Mercy programs and their communities.

Measurement provides a data-driven approach for Love Mercy to articulate their approach to social impact.

2. Improve

The measurement framework provides a holistic profile of the needs for women in Northern Uganda. This informs program improvements and facilitates effective collaboration. Statistical analysis identifies priority needs to inform where resources should be directed to have the greatest impact.





'Cents for Seeds' Program Summary

Cents for Seeds is a hand up, not a handout. The program is designed to empower women to generate their own income and escape the poverty cycle.

To address the unique issues faced by these communities, Love Mercy Foundation introduced their 'Cents for Seeds' program in 2010. A micro-loan program to strengthen agricultural knowledge and practices across northern Uganda, providing a sustainable source of food and income generation.

Through agricultural and financial literacy workshops, Cents for Seeds seeks to support and up-skill people of northern Uganda so they may build better lives for themselves, their families and the community.



Seed Loans and Training

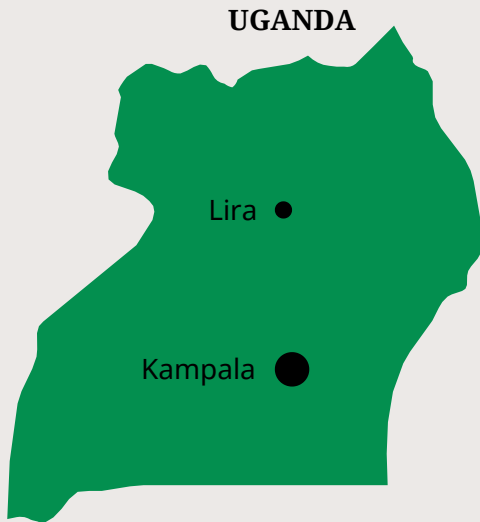
Participants receive two seed loans and a gardening tool. Seeds are distributed twice a year to take advantage of the rainy season and ensure against crop failure. They also receive a gardening tool to assist with efficient planting and harvest. Group work together with support from agriculturalist. Each women harvests potentially 5 times the amount of seeds given, and returns the loan to Love Mercy. Women are left to sell, store or barter the remainder, and use her harvest to feed her family. Her returned loan is then passed on again the following season, meaning one single donation is reused over and over again!

Financial Literacy

Households began to earn a solid income from their seed loans. As access to financial institutions is difficult, women in the program form Village Savings and Loans Associations (VSLA), supported with Financial literacy training. VSLA operates as a local community run bank, and allows women to access credit to purchase bigger items such as livestock or agricultural tools, and also operates as a welfare fund if households run into unexpected emergencies. The best bit – the VSLA was an initiative of the community themselves!



The Measurement Activities



Love Mercy Foundation run the 'Cents for Seeds' programs across 3 districts in Northern Uganda.

To measure the effectiveness of the program, surveys were conducted in four of these locations, each having experienced the program for different lengths of time. These were the same four locations as the previous Wellbeing measurement in 2018.

Locations included:

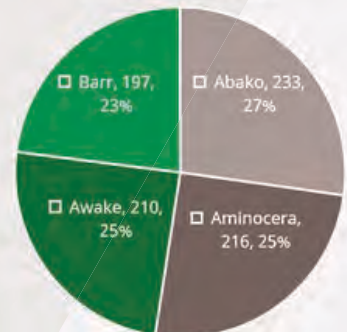
- Aminocera
- Barr
- Abako
- Awake

Measurement included a mix of qualitative and quantitative data collected by the following means:

Surveys were translated by local Ugandan translators and completed in hard copy. Participation was voluntary and privacy protected with all data remaining de-identified. Answers involved a 5 point likert scale and there was 1 local assistant to every 20 participants as a minimum.



Village Distribution



A total of 856 surveys were completed (1,102 in 2018) and distribution was even across villages.

In addition **Focus Discussion Groups** were used for open ended answers, along with **direct observation** to verify the tangible outcomes and outputs, such as weighing harvest amounts and number of people in the program.

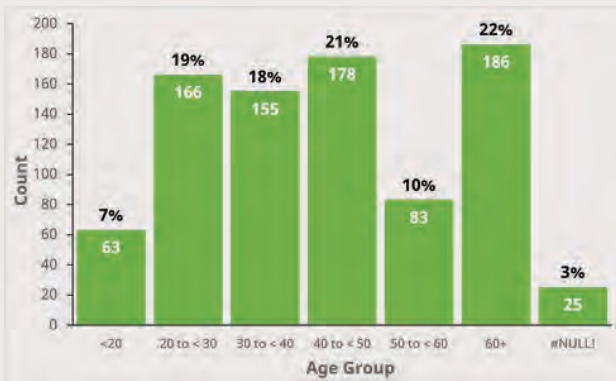


The Program Participants

The 'Cents for Seeds' program partners with women in Northern Uganda. The data used throughout this report includes survey responses from 856 individuals in 2020 (98% women). The demographics of this sample are as follows:

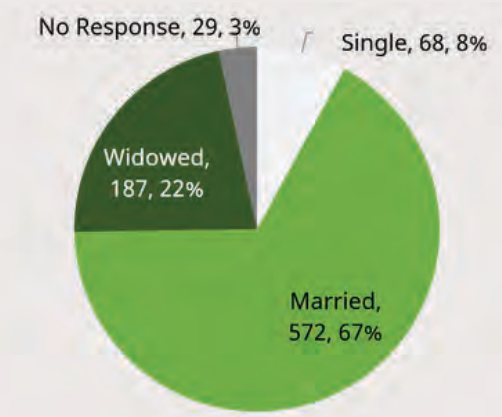
Age

The most frequent age group were those aged above 60 years, followed by those aged between 40-50.



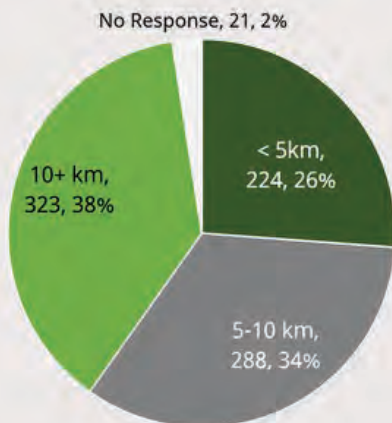
Relationship Status

The majority (two-thirds) of respondents were married.



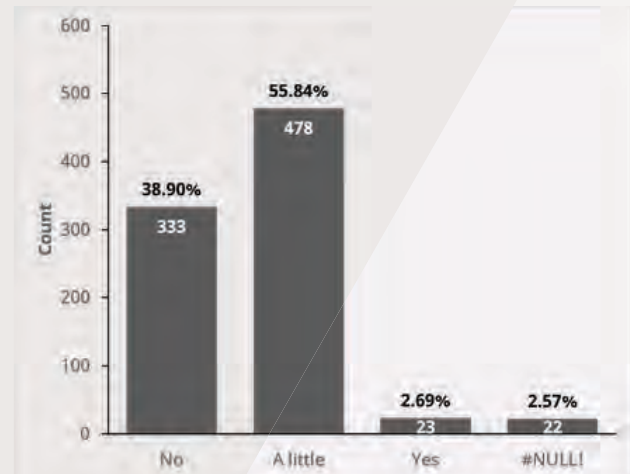
Access to Water

Over one third reported having to travel at least 10km to get water.



Access to Food

One third reported not having enough food for their families.



Question: Generally I have enough food for my family. Noting the survey was completed at the end of the dry season where access to food is most difficult.



Love Mercy

Social Impact Model

The Love Mercy Social Impact Model outlines how the organisation impacts those who participate in their programs. Through measuring each level of impact, Love Mercy can use a data driven approach to demonstrate what works and what is needed to maximise impact and outcomes.

1. Impact The overall impact of Cents for Seeds is to improve the Wellbeing of people in northern Uganda.



2. Outcomes Love Mercy achieves this impact by targeting outcomes that not only address poverty but also work to empower women to support themselves and their communities. These outcomes include:

Building capacity in:

- Wellness
- Life Skills
- Resilience

Providing the opportunity to access:

- Resources
 - Services and structures
 - Relationships
 - Self-development
-



3. Outputs 'Cents for Seeds' delivers the following outputs:

- People given a seed loan
- Villages participating in Cents for Seeds
- Workshops/activities offered
- Seed loans returned
- Crop size harvested each season
- Income level



4. Activities The program involves the following activities:

- Seed distribution / reverse distribution
- Agricultural workshops
- VSLA activities
- Fundraising



5. Resources The above impact requires the following inputs:

- LMF staff (Uganda and Australia)
- Office space
- Transport
- Seeds (Sim sim, Soya, Beans)
- Agricultural tools
- Grants & donations
- Volunteers



Key Findings: The **Impact** of Love Mercy Foundation

1. The Program has a significant impact on Wellbeing

Wellbeing of those in the program is statistically significantly higher than those not in the program and Wellbeing increases with time in program.

2. The program builds strong individuals and safe communities

The factors that have the highest shift between those not in the program and those in the program are across access to medical services, feeling safe, connected and respected in the community and being able to give their children a good life and problem solving skills.

3. Factors that matter most for Wellbeing include nutrition, respect, income and physical health

These are the factors that have an stastically significant relationship with Wellbeing.

4. Priority needs are access to income and physical health

Priority needs are determined by factors that have a significant relationship with Wellbeing but are also the lowest scoring factors.

5. Wellbeing significantly increased in Abako and Awake

Results by Village look at changes in Average Wellbeing as well as the outcomes by Village and prority needs.

6. Graduates are spiritual, social, financially savvy women with a high level of self respect

At the time of Graduation, women's highest scoring factors demonstrate the outcomes of 'Cents for Seeds' for the women themselves.



The Impact of 'Cents for Seeds'

Wellbeing of Women in the Program is Significantly Higher

Average Wellbeing

+13%

Higher for Women in the Program

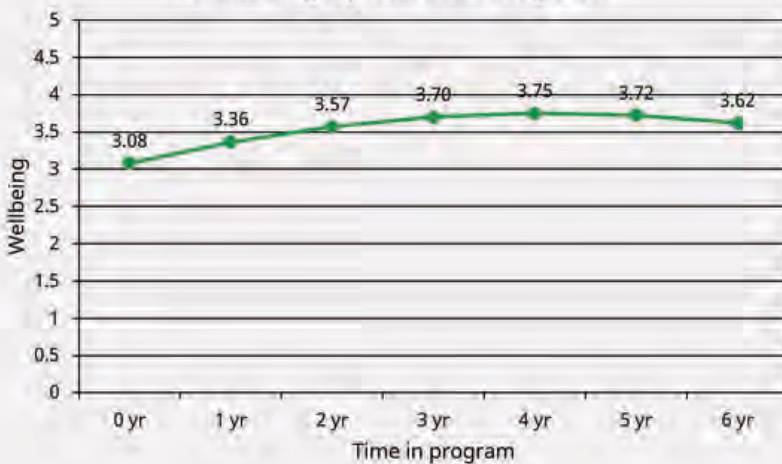
To measure overall Wellbeing, women were asked about their own satisfaction with life*. The 'shift' is based on those that have participated in the 'Cents for Seeds' programs compared with those that have not.

**Satisfaction With Life Scale (SWLS), Ed Diener, Robert A. Emmons, Randy J. Larsen and Sharon Griffin, 1985 article in the Journal of Personality assessment. Data includes both 2018 and 2020 results Statistical significance is B = 0.407, P < 0.001*

Wellbeing Increases with Time in Program

Longer time in program was associated with higher Wellbeing, however the association weakens in years 5 and 6.

Wellbeing by Years in Program



*Statistical Significance of the association is :
Years 0-4 (B = 0.3209, P < 0.001)
Years 5 and 6 (B = -0.039, P < 0.001)*





'Cents for Seeds' Outcomes Build Strong Individuals and Safe Communities

To understand 'Cents for Seeds' specific program outcomes, the women's capability and access to opportunity are assessed and scores compared between those in the program and those not in the program.

The factors that have the highest shift between those not in the program and those in the program are across access to medical services, feeling safe, connected and respected in the community and being able to give their children a good life and problem solving skills.

The outcomes below represent the largest positive shifts in 2020 for women in the program, compared to those not in the program.



Medical Services

+15%

Access to medical services



Safe Home

+11%

Feeling safe in their living environment



Respect

+7%

Able to have a say in community issues



Peaceful home

+7%

Peaceful home environment*



Connection

+4%

Feeling connected to community



Resilience

+4%

Problem solving skills



Mental Wellness

+3%

Reduction in feeling afraid*



Parenting

+3%

Being able to support children to have a good life*

*Factors that were also amongst the highest shifts for 2018 results.

Data includes:
2018, 1,202 Responses
2020, 856 responses



**"Before the program
I had no where to run
from my hardships.
Now I can solve them
myself."**

Semi is 35 years old and is a widow with 5 children. Cents for Seeds has helped her sell her crops to pay for things that her household needs, like soap, school fees, and other foods. As a mother, this project has helped Semi because in the past she didn't have any knowledge about agricultural practices. Now she passes this valuable knowledge onto her children because they help her in the garden.

Semi, Okwang



Priority Needs For Higher Wellbeing

In order to inform how to best support the women and their communities, analysis was performed to understand the factors that have a significant relationship with overall Wellbeing. The factors below across Nutrition, Income, Respect, Physical Health and Self Respect were all found to have a significant relationship with Wellbeing for women in Northern Uganda.

However, in order to understand priorities within these needs, analysis then looked at if any of these needs overlap with the lowest scoring factors; thereby identifying what is important to the women, but also what is not being sufficiently addressed.

This identified that current priority needs include Income (being able to provide for their family) and Physical Health.



Predictors of Wellbeing: Factors found to have a significant relationship with overall Wellbeing in order of statistical significance.

Factor	Coefficient	P-Value
• Nutrition – access to enough food	0.15	P = 0.01
• Income – being able to provide for their family	0.06	P = 0.009
• Income – being able to pay back loans	0.08	P = 0.007
• Respect – being able to have a say in important community issues	0.09	P = 0.001
• Physical Health – level of general physical health	0.09	P = 0.001
• Self Respect – liking oneself	0.17	P = 0
• Self Respect – Being proud of one's life	0.12	P = 0

This statistical analysis was conducted using all responses collected (whether or not they had participated in an event).

Please see the Transparency Page for more information on the treatment of data throughout the data lifecycle.



"It will help me and my family be sustainable."

The seeds have helped me send my children to school and save some in our VSLA group. I also was able to buy a bicycle for transporting things and connecting with my friends. It makes mobilising easier too. This year, I hope to buy a cow so I don't have to continue borrowing and paying someone for theirs. It will help me and my family be sustainable. The project is working well and it has even helped me to start my own small business'

*Agnes from Aminocera, 33 years old
Joined the program in 2018*

The Wellbeing of the Villages

Village	2018	2020	Shift %
Abako	2.20	3.65	+66%
Awake	3.52	3.98	+13%
Aminocera	3.45	3.61	+5%*
Barr	4.22	3.56	-16%

A number of women at Barr Village graduated from the Cents for Seeds program at the same time as completing their 2020 surveys. As this is the first group of women to go through a graduation, it is likely this graduation has affected levels of Wellbeing. Please see page 20 for more information.

**All shifts have been found to be statistically significant except for the 5% shift at Aminocera. From this we can infer that Wellbeing has been maintained at Aminocera.*



The Women of Abako Village

Impact

Average Wellbeing

+66%

Increase in Average Wellbeing since the last measurement in 2018.

216
Women in the Program

4 Years
The program has run in the Village

Data includes:

- 2018: 292 responses
- 2020: 233 responses

Village Outcomes

Outcomes with the highest 'shifts' between 2018 to 2020.

Peaceful Homes

+107%

Peaceful home environment

Mental Wellness

+71%

Reduction in feeling afraid

Resilience

+64

Being able to handle many things at a time

Physical health

+54%

Improvement in perceived physical health

Mental Wellness

+44%

Increase in having things to hope for

Self Respect

+43%

Pride in one's life

Income

+26%

Being able to pay back loans on time

Life Skills

+21%

Skills to get the best out of their crops

Priority Needs

The priority needs are determined by factors that have a significant relationship with Wellbeing and overlap with the lowest scoring factors, thereby identifying what is important to the women, but also what is not being sufficiently addressed.

Medical Assistance Nearby

Self Respect - Pride in One's Life

Good Physical Health



The Women of Awake Village

Impact

Average Wellbeing

+13%

Increase in average Wellbeing since the last measurement in 2018.

991

Women in the Program

9 Years

The program has run in the Village

Data includes:

- 2018: 85 responses
- 2020: 210 responses

Outcomes

Outcomes with the highest 'shifts' between 2018 to 2020.

Physical Health

+33%

Improvement in perceived physical health

Resilience

+30%

Being able to handle many things at once

Hope

+29%

Increase in having things to hope for

Daily Life Skills

+25%

Skills to get the best out of their crops

Parenting

+20%

Being able to support children to have a good life

Income

+18%

Being able to pay back loans on time

Self Respect

+16%

Pride in one's life

Resilience

+13%

Being able to get through difficult times

Priority Needs

The priority needs are determined by factors that have a significant relationship with Wellbeing and overlap with the lowest scoring factors, thereby identifying what is important to the women, but also what is not being sufficiently addressed.

Income to Provide for Family

Peaceful Home



The Women of Aminocera Village

Impact

Average Wellbeing

+5%

Increase in average Wellbeing since the last measurement in 2018.

630

Women in the Program

3 Years

The program has run in the Village

Data includes:

- 2018: 467 responses
- 2020: 216 responses

Village Outcomes

Outcomes with the highest 'shifts' between 2018 to 2020.

Physical Health

+49%

Improvement in perceived physical health

Mental Wellness

+47%

Increase in having things to hope for

Life Skills

+31%

Having skills to get the best out of their crops

Mental Wellness

+23%

Reduction in feeling afraid

Resilience

+19%

Self belief helping in difficult times

Resilience

+17%

Determination

Income

+16%

Being able to provide for their family financially

Peaceful Home

+16%

Peaceful home environment

Priority Needs

The priority needs are determined by factors that have a significant relationship with Wellbeing and overlap with the lowest scoring factors, thereby identifying what is important to the women, but also what is not being sufficiently addressed.

Safe Living Environment

Self Respect - Proud of One's Life

Connection to the Land



The Women of Barr Village

Impact

Average Wellbeing

-16%

Increase in average Wellbeing since the last measurement in 2018.

435

Women in the Program

10 Years

The program has run in the Village

Data includes:

- 2018: 258 responses
- 2020: 197 responses

Village Outcomes

Parenting

+7%

Being able to support children to have a good life

Peaceful Home

+5%

Peaceful home environment

Physical Health

+4%

Improvement in perceived physical health

Resilience

+2%

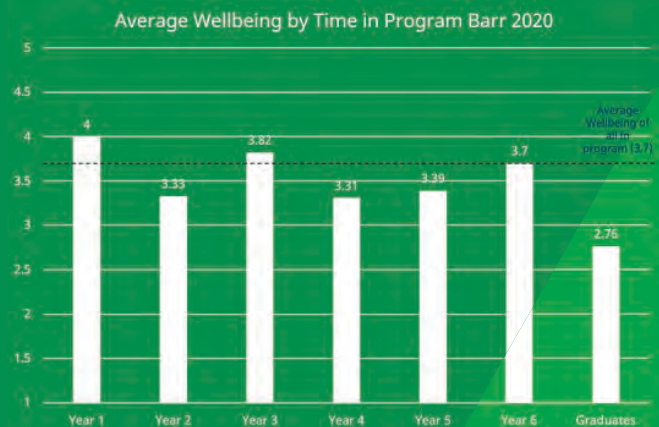
Able to get through difficult time

Mental Wellness

+2%

Reduction in feeling afraid

The majority of responses at Barr Village were from women 6+ years in the program (46%) and their Wellbeing is in line with the the overall average of 3.7. However, women at years 2,4,5 and Graduates (that make up another 41% of the responses) are all below the average. The other 13% were not in program or did not specify.



Priority Needs

The priority needs are determined by factors that have a significant relationship with Wellbeing and overlap with the lowest scoring factors, thereby identifying what is important to the women, but also what is not being sufficiently addressed.

Medical Assistance Nearby

Easy access to Clean Drinking Water



This project is helping me in many areas of my life.

Since I began in Cents for Seeds I have harvested well. The seeds are strong and the land I plant on is very fertile. I have been able to harvest 2 sacks each year (2 sacks is 200kg).

I have purchased 3 goats for the land and I have saved some of my income for emergency. I am paying school fees for my remaining young children. This project is helping me in many areas of my life. One day, with the harvest and money I can save, I hope to build a permanent home for my family

*Akite Rose from Anyiti, 57 years old
Joined the program in 2018*



Graduates are spiritual, social, financially savvy women with a high level of self respect.

Results from both 2018 and 2020 conclude that there is a statistically significant relationship with Wellbeing and time in Program. However, at Year 5 and 6, the strength of that association begins to weaken.

This finding helped to inform Love Mercy of the appropriate time to graduate women from the program; at Year 6 when the impact of the program has plateaued.

By the time the women are ready to graduate, the highest scoring factors demonstrate they are spiritual, social, financially savvy women with a high level of self respect.



Cutting the cake at the first 'Cents for Seeds' Graduation in March 2020

Highest Scoring Factors at Graduation



Spirituality

Free to worship and have own beliefs



Self Respect

Knowing one's life is important



Connection

Feeling connected to a community



Money Management

The ability to save money for important things



Social Skills

Being able to make friends easily



Money Management

Planning and budgeting spending



Self Respect

Liking one's self



Determination

Being determined

The results include data from 2018 and 2020 from women in Year 5, 6, 6+ and Graduates.



Huber Social Wellbeing Measurement

To be able to fulfill their potential and achieve Wellbeing, each individual needs to have the capability and the opportunity to do so. Everyone has different needs within these categories depending on their context.

When it comes to measuring the social impact of a service, Huber Social measures the 'shift' the service creates in terms of Wellbeing and the specific programs outcomes achieved to create this. Results are then consolidated at a sector, community and global level.

Longitudinal measurement monitors effectiveness of programs to meet these needs; ensuring resources are directed to have the greatest impact. The vision is a Wellbeing measurement system that delivers us the whole picture, to put each of us in the best position to achieve Wellbeing and leave no one behind.

The goal for each of us is the same; Wellbeing. The part that differs, are our individual needs.

The Huber Social Wellbeing Measurement Framework

IMPACT

Wellbeing

To be in the best position to fulfil your potential and live a life of value. The overall goal for all services working with people.

OUTCOMES

Through building

Capability

Resilience
Life skills
Wellness - mental, physical and spiritual

OUTCOMES

and providing

Opportunity

Resources
Self development
Societal structures
Relationships



“I love supporting Cents for Seeds.”

I love to know that the \$30 a month that I donate is giving a woman and her family a hand up, not a hand out, and will on to benefit many others thanks to her hard work. I love the monthly stories that I get via email. I feel like I am making a real difference.

Natalie Lennon, Cents for Seeds Ambassador since March 2015



The Gift that Keeps on Giving

DONATE

Instead of just giving money and hoping it has the impact the organisation pledges, donating to Love Mercy you can track the difference your dollar makes to the lives of communities in Uganda.

This series of annual Social Impact Reports tracks the progress of Love Mercy to contribute to the Wellbeing of all the people they work with, providing the evidence that your resources are directed to have the greatest impact.

Details of how you can contribute can be found at www.lovemercyfoundation.org





Get in Touch



Love Mercy Foundation

Email: info@lovemercyfoundation.org
Phone: +61 2 8581 5650
www.lovemercyfoundation.org



Huber Social

info@hubersocial.com.au
www.hubersocial.com.au





Data Transparency Page

To ensure the integrity of findings always, Huber Social includes a Transparency Page for every project. This ensures both the rigour of evidence and rigour of analysis is clear for each project, across every stage of the data lifecycle.



Phase	Questions on the Treatment of the Data	Points allocated	Yes or No	
Design	SAMPLE	Everyone in the program included in the measurement	2	-
		OR Survey sample population designed to be representative of group	1	Y
		Confidence in the sample: 95% Confidence Level, 5% Margin of Error (10% Margin of Error for data at village level)	N/A	N/A
	BASELINE	Control group (independent of the intervention)	3	-
		Group baseline measured (pre-intervention)	2	-
		Baseline inferred from time in program (e.g. 1 vs. 3 years)	1	Y
EXCLUSIONS	Details of people specifically excluded from the measurement: <i>Measurement was conducted at 4 specific locations. Women in the program outside of these locations were excluded. Distance and other practical reasons may have prohibited women within those villages from attending the measurement.</i>	N/A	N/A	
Data Collection	DISTRIBUTION	Online surveys		
		OR hardcopy surveys		Y
		Data collection supervised by Huber Social consultant	1	Y
		Translation or guidance provided		Y
		Details on translation or guidance if provided: <i>Verbal translation of English questions into Swahili by a consistent lead translator. Translator supported in large groups by bilingual helpers. Translator and helpers attended training from Huber Social consultant to ensure the meaning of each question is correctly translated (and culturally/ethically appropriate)</i>	N/A	N/A
		DATA SOURCES	Data Mining of other sources	1
Cleaning	CLEANING	Data included from previous years/measurements	1	Y
		Partial responses removed or no partial responses	1	Y
		Details of any responses removed: <i>All responses included.</i>	N/A	N/A
		SHIFT MEASUREMENT	Calculated on time in program	
Analysis	SHIFT MEASUREMENT	Calculated on group average	1	Y
		Calculated based on individual scores	2	-
		Basic analysis		Y
	TEST APPLIED	Statistical Correlation Test	2	
		Multiple Regression or Lasso Regression Test	3	Y
		Details on statistical analysis: <i>Multivariate linear regression and linear mixed models.</i>	N/A	N/A
Reporting	REPORTING	Client published Outcomes Report (prove)	1	-
		Client received Social Performance Report (improve)	2	Y
		Client published full Social Impact Report	3	Y
RIGUOUR SCORE: LOW: 1-9; MED 10-14; HIGH 15-19		14	MED	



**HUBER
SOCIAL**

info@hubersocial.com.au
www.hubersocial.com.au