



Family Carnival 2023 Report

Introduction

Malaria continues to impose a significant health and economic burden on Uganda, with approximately 12 million cases reported annually and over 10,000 deaths, mostly among children under five years old. The mandate of Malaria Fighters Uganda (MFU) in resource mobilization and advocacy is critical to addressing the existing gaps in malaria prevention, treatment, and control. By raising awareness and mobilizing resources, MFU aims to combat malaria effectively and reduce its impact on communities across Uganda. This event is purposed to achieve the two pillars of MFU by providing a mechanism for a multi sectoral participation of all Ugandans.

Background

The Rotary Family Carnival is an annual event established in 2022 as a collaborative initiative between Malaria Free Uganda (MFU) and Rotary Uganda. This vibrant carnival was born from the shared commitment to combat malaria and raise public awareness about this pressing health issue. The event aims at creating a valuable opportunity to different stakeholders including general public in vent to increase domestic financing, attract more attention from private and public stakeholders for increased commitment towards the much-needed resources for malaria control. The family carnival is a fun filled entertaining event in collaboration with partners such as ALMA, MOH, Rotary Uganda, private sector and sponsors

The Family Carnival 2023 marked the second edition of our annual fundraising event, held in partnership with Rotary Uganda and key stakeholders including the Ministry of Health, Ecobank, and Next Media. The carnival aimed to advocate for malaria awareness, mobilize resources for malaria interventions, and create value for stakeholders by engaging them in the fight against malaria. The event encouraged mass action against malaria, fostering community celebration while championing the cause.

Objectives:

Resource Mobilization: The primary objective was to raise funds to supplement NMCD's malaria control strategic Plan through supporting of key emerging priority areas to enhance emergency response capabilities. The event target was to raise over 300 million on top of commitments from partners.

Community Engagement: We aimed at uniting communities, organizations, and individuals in the fight against malaria, promoting a sense of shared responsibility through this annual event. Malaria must be promoted as everyone's business under the shared value of #ZeroMalariaStartsWithMe.

Public Awareness/Advocacy: The carnival served as a platform to educate the public about malaria prevention, treatment, and the importance of a malaria-free Uganda for every Ugandan. This event was purposed to attract interest from other willing partners from different spectrum.



Event Highlights

Awareness and Stakeholder Engagements: Extensive awareness campaigns were conducted to engage stakeholders and the general public. Both direct peer to peer engagements as well as general public awareness information sharing were done by the events team geared towards improving behavioral change and raising profile of malaria among participants.

Stakeholder Engagement and Strategic Collaboration

The stakeholder mapping strategy for the Family Carnival was meticulously designed to identify key partners aligned with the event's objectives, taking into consideration their financial capacity and existing partnerships in malaria-related initiatives. This approach aimed to ensure optimal utilization of targeted partners without over or underestimating their potential contributions.

The mapping process identified 70 potential collaborators categorized into clusters based on their capacity to provide financial, in-kind, and capacity resources. Partners were strategically selected and approached for engagement based on their relevance to the event's goals and their demonstrated commitment to malaria interventions.

Direct engagement with 44 identified partners through meetings and consultations further strengthened relationships and clarified expectations regarding their participation in the Family Carnival. This focused approach ensured effective collaboration and resource mobilization towards the success of the event.

This strategic stakeholder engagement framework underscores our commitment to leveraging existing partnerships and maximizing the collective impact of stakeholders in advancing malaria awareness and resource mobilization initiatives.

In an effort to amplify our outreach and engagement strategies for the Family Carnival, MFU strategically partnered with the Malaria Youth Champions. This collaboration was aimed at leveraging the unique strengths and influence of the Malaria Youth Champions within youth forums to catalyze participation and advocacy for the event.

Partnerships and Memorandums of Understanding (MOUs):

Following the stakeholder engagements at the Family Carnival 2023, three Memorandums of Understanding (MOUs) were established to formalize partnerships and support the event's objectives. These MOUs, structured for both short and medium-term durations, signify commitments from key stakeholders to collaborate on future editions of the carnival. They outline specific areas of cooperation and resource mobilization, aiming to leverage these partnerships for sustained impact in the fight against malaria and community advocacy efforts.

Additionally, the carnival has initiated working relations with league associations to champion the event within their respective communities. This strategic engagement aims to expand participation



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and community outreach, fostering a broader network of support for future editions of the Family Carnival.

These collaborative efforts highlight the event's commitment to fostering lasting partnerships and leveraging them to achieve sustained impact in raising awareness and resources for malaria prevention and control.

Partner	Annual Commitment(ugx)	MOU Period
1. Legends Events	16,000,000 - In-kind	2-year MOU
2. Next Media	400,000,000 - In-kind	3 years
3. Fenon Events	30,000,000 - In-kind	2 years
4. The Smack League	Non-Financial	1year
5. Ntare League	Non-Financial	1 year

Outcomes of the Event

Attendance: The event attracted over 800 participants (741- Adults, Children- 103)

Venue: The carnival was held at Legends Grounds, offering a spacious and accessible outdoor venue.

Resources Mobilized: A total of 124,670,000 = Ugandan shillings in financial commitments and over 426,500,000 million shillings in kind was mobilized from partners as summarized below.

Mass Resource Mobilization 2023			
	Financial Commitment		In-kind
Details	Amount		
Hungry Caterpillar	1,000,000		
Joint Medical Stores	10,000,000		
Pilgrim Africa	30,180,000		
centenary Bank	5,000,000		
Ecobank Uganda	10,000,000		
RC Kisasi Kyanja	3,000,000		
Tridem Pharma	1,000,000		
NWSC		20,000,000	
Mobicast Media			4,500,000
Next media			400,000,000
Legends			7,000,000
Fenon			15,000,000
Carnival	40,140,000		
Other Revenues (Exhibitions)	4,350,000		
Totals	104,670,000	20,000,000	426,500,000
	Total Financial >		124,670,000
Total (Both Financial payments/Commitments and in-kind contributions)			551,170,000



Utilization of Funds and Impact Creation

The funds raised through the Family Carnival 2023 will be instrumental in addressing priority gaps identified by the National Malaria Control Division (NMCD) to advance its national objective of achieving **zero malaria deaths**. Among many pressing priorities, the raised funds will support efforts to enhance the capacity of the National Blood Bank in collecting and processing blood, critical for managing severe and complicated malaria cases and ultimately preventing deaths across Uganda. This process of providing this equipment is almost completed.

Participating in the carnival provides a unique opportunity to contribute towards saving lives, particularly among the most vulnerable groups—children under 5 years old and pregnant mothers—affected by malaria. By supporting this event, Malaria Fighters Uganda (MFU) and our partners recognize the critical role we play in combating malaria and pledge to ensure the efficient and effective utilization of raised funds towards malaria control initiatives in Uganda.

Together, through our collective efforts and support, we can make a tangible impact on malaria prevention, treatment, and ultimately, the reduction of malaria-related deaths in our communities. We extend our sincere appreciation to all participants and partners for their invaluable contributions and commitment to this vital cause.

Challenges Encountered

Despite the overall success of the Family Carnival, we faced several significant challenges in the pre-event phase:

- **Resource Constraints:** Some partners experienced limitations due to ongoing commitments and resource allocation, affecting their ability to fully engage/commit in corporate social responsibility initiatives like our carnival.
- **Organizational Strain:** Volunteer shortages within the organizing team led to operational delays and increased pressure on existing resources during the event planning phase.
- **Venue Accessibility Issues:** Unforeseen accessibility issues arose just days before the event, impacting logistics and event setup, contrary to our agreed terms of engagement with the venue.
- **Crowd Management Concerns:** Challenges in crowd management emerged due to unrestricted access by attendees, requiring heightened supervision at the access points.
- **Public Engagement:** Generating public interest in malaria-related initiatives remains a persistent challenge, especially during the festive season when competing causes capture more attention.
- **High Venue Costs:** The decision to use an outdoor venue required extensive preparatory work, leading to increased costs that exceeded our initial projections.



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- **Weather-related Setbacks:** Adverse weather conditions prior to the event, including heavy rainfall, necessitated additional ground preparation and logistical adjustments.
- **Competition from Concurrent Events:** The Family Carnival faced competition from other events scheduled on the same day, affecting attendance and community engagement.

Navigating these challenges required adaptability, resilience, and proactive solutions to ensure the overall success and impact of the Family Carnival.

Acknowledgements

We express our heartfelt appreciation to the Africa Leaders Malaria Alliance (ALMA) for their unwavering support towards the success of the Family Carnival 2023. We extend our gratitude to the dedicated organizing team of the second edition, Rotary Uganda (Districts D9213 & D9214), the Ministry of Health, and UMYA for their invaluable contributions.

Special recognition goes to Ecobank Uganda for their continuous efforts in championing a malaria-free Uganda. We also acknowledge Next Media Group for their steadfast support towards the event. Our sincere thanks extend to Legends Grounds, Fenon, Joint Medical Stores, Pilgrim Africa, National Water and Sewerage Corporation, and all other partners who generously contributed to making the Family Carnival a resounding success.

Your commitment and collaboration have played a crucial role in advancing our mission to combat malaria and promote community well-being. We look forward to continued partnership and collective efforts in our shared pursuit of a healthier and malaria-free Uganda.

Conclusion and Way Forward

In conclusion, the Family Carnival 2023 was a significant milestone in our ongoing efforts against malaria. While we celebrate our achievements, the fight against malaria remains a pressing challenge. We urge all stakeholders to maintain the momentum and continue supporting MFU's initiatives. We look forward to your participation in the upcoming 3rd edition of the Family Carnival on **December 7th, 2024**.

Thank you to all participants and partners for their dedication and commitment to eliminating malaria in Uganda.

#ZeroMalariaStartsWithMe

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