

## Activity Report for 2024

# Universal Maidens Association Cameroon (UNIMAC)



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# INTRODUCTION

UNIVERSAL MAIDENS ASSOCIATION CAMEROON (UNIMAC) is a non-profit organization dedicated to empowering women and girls in Cameroon. Established in 2020 and obtained legal status in 2021, UNIMAC works to improve the lives of women through education, advocacy, and skills training programs. Our mission is to promote gender equality, eliminate discrimination, and support the personal and professional development of women and girls. With a strong focus on community engagement and partnerships, UNIMAC strives to create a more equitable society where every woman thrives to succeed. Established with a vision to support marginalized groups, UNIMAC has continually worked towards fostering opportunities for personal, economic, and community development. This report details our activities conducted in 2024, illustrating how each initiative has contributed to our mission and the lives of those we serve.

## **1. Data Collection for Vulnerable women and Maidens**

Period: January - March 2024

In early 2024, UNIMAC launched a comprehensive data collection initiative aimed at identifying and addressing the challenges faced by vulnerable women and maidens in the Northwest region. This project was vital in laying the groundwork for our future programs.

### **Objectives and Methodology**

The primary objective of this data collection effort was to gain a deeper understanding of the socio-economic conditions, educational backgrounds, and specific needs of vulnerable women and maidens. We employed a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather rich data.

### **Outreach and Engagement**

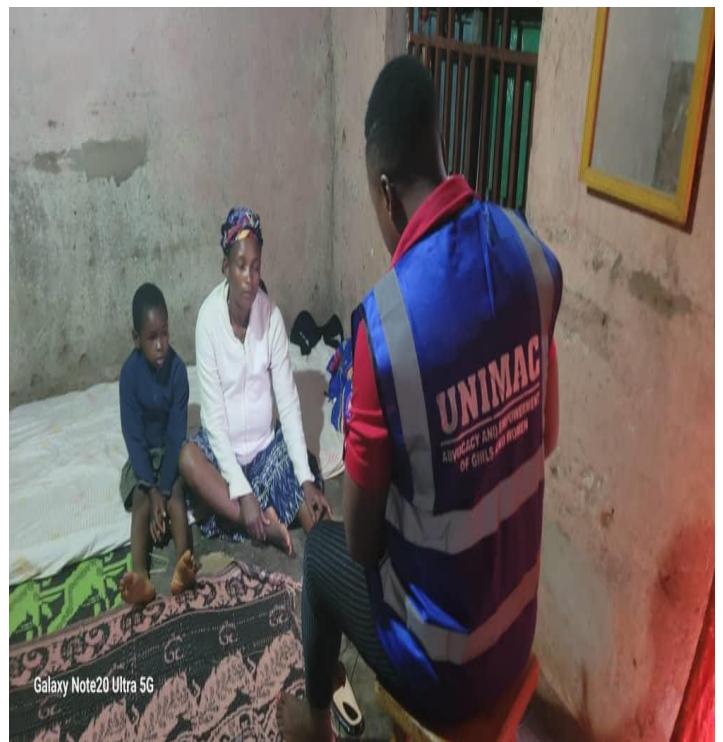
Our outreach team engaged with local communities, schools, and NGOs to raise awareness about the initiative. We actively encouraged participation by emphasizing the importance of this data collection in shaping future interventions tailored to the needs of the women and maidens.

## Outcomes

During this period, we successfully collected data from over 300 vulnerable women and maidens, which highlighted key issues such as lack of access to education, healthcare, and economic resources. This data will serve as a foundational resource for developing targeted programs to address these challenges in the coming year.

## Data Collection Activities





## **2. Soap Production Workshop**

Period: April 2024

In April, UNIMAC organized a soap production workshop in Bamenda II. This initiative focused on equipping women with practical skills in soap-making to foster entrepreneurship and economic independence.

### **Workshop Structure**

The soap production workshop was structured over three days, where participants were introduced to the techniques and processes involved in making various types of soap. Expert trainers, who are seasoned entrepreneurs in the cosmetic industry, facilitated the sessions.

### **Participants and Significance**

We had an enthusiastic group of 30 women participate in the workshop. Many were previously unemployed or underemployed, making this opportunity a critical step towards self-sufficiency. Participants learned not only how to produce quality soap but also about pricing strategies and market entry.

### **Outcomes**

By the end of the workshop, each participant produced a small bar of soap to take home, solidifying their new skills through hands-on experience. Additionally, we provided ongoing mentorship to participants to support them in starting their small soap-making businesses. This training program marked a significant milestone in promoting female entrepreneurship within the community.

## Soap Production Workshop



### 3. Community Garden Establishment

#### Period: May 2024

May witnessed the establishment of a community garden at the UNIMAC head office, an initiative designed to promote sustainable living and empower women with essential gardening skills.

#### Concept and Planning

The community garden project aimed to teach women about organic farming practices and the importance of nutrition. Collaborating with local agricultural experts, we designed a garden plan that incorporated a variety of vegetables and herbs suited to the local climate.

#### Training Sessions

We organized a series of training sessions in which 50 young women participated. These sessions covered topics such as soil health, plant care, pest management, and harvesting. The interactive nature of the training allowed participants to gain practical experience while learning.

#### Impact and Empowerment

By the end of May, participants had successfully planted a diverse range of crops in the community garden. The project promoted self-sufficiency and highlighted the value of local food production. Moreover, women were empowered to cultivate their own home gardens, leading to improved family nutrition and a reduction in household expenses.

#### Community Garden Activities





## **Event: International Day of the Girl Child Celebration**

**Date:** 11/10/2024

**Location:** BCHS Nkwen, Bamenda

**Organized By:** Universal Maidens Association Cameroon (UNIMAC)

**Local Partners:** STRESORS and SIWOG

### **Introduction**

On 11/10/2024, the Universal Maidens Association Cameroon (UNIMAC), in collaboration with local partners STRESORS (Social Transformation and Empowerment for Rural and Suburban Communities) and SIWOG (Support Initiative for Women and Girls), proudly celebrated the International Day of the Girl Child. This event emphasized the need for empowerment, education, and support for young girls in our community, particularly those facing socio-economic challenges.

### **Objectives**

- To provide educational and material assistance to female students at BCHS Nkwen.
- To raise awareness about the importance of educating and empowering girls.
- To foster collaboration among local organizations committed to girls' education and empowerment.

### **Activities Conducted**

#### **1. Awareness Campaign:**

- The event began with an awareness campaign highlighting the importance of the International Day of the Girl Child.
- Informative sessions were conducted to discuss challenges faced by girls in education and the significance of gender equality.

## **2. Distribution of Educational Materials:**

- UNIMAC, alongside STRESORS and SIWOG, distributed educational materials, including textbooks, stationery, and personal hygiene packs to female students of BCHS Nkwen.
- A total of 120 students benefited from this initiative, ensuring they have the necessary resources to excel in their studies.

## **3. Empowerment Workshops:**

- Workshops focused on self-esteem, leadership skills, and personal development were organized.
- These sessions encouraged participants to believe in their capabilities and inspired them to pursue their dreams despite barriers.

## **4. Guest Speakers:**

- Esteemed guest speakers, including successful female professionals and local leaders, shared their experiences and encouraged the students to strive for excellence.
- Their stories resonated with the students, instilling a sense of hope and motivation.

## **5. Feedback and Interaction:**

- An interactive session allowed students to express their challenges and aspirations.
- Feedback was gathered to identify areas where continued support is needed.

## **Outcomes**

- Increased Awareness: The event successfully raised awareness about the importance of girl child education in our community.
- Material Support: Female students received essential educational materials, which will significantly aid their studies.
- Empowerment: The workshops and motivational talks created a more empowered group of young girls ready to face their challenges.
- Collaboration: Strengthened partnership among UNIMAC, STRESORS, and SIWOG for future programs aimed at supporting girls in education.

- Conclusion

The celebration of the International Day of the Girl Child at BCHS Nkwen Bamenda was a remarkable event that highlighted the ongoing challenges faced by female students while providing them with critical support and encouragement. UNIMAC, along with its partners STRESORS and SIWOG, remains committed to empowering young girls and ensuring they have equal opportunities for education and personal development. We look forward to future initiatives that will further enhance the lives of girls in our community.

### Acknowledgements

We extend our gratitude to all partners, volunteers, and participants who made this event a success. Together, we are making strides toward a more equitable future for girls in our region.



## **4. Snail Farming Training**

**Period:** On going

Throughout the year, UNIMAC focused on empowering vulnerable young girls and women through innovative training in snail farming. This sustainable agricultural practice was chosen for its economic viability and low resource requirements.

### **Program Development**

In collaboration with local agricultural specialists, UNIMAC developed a comprehensive snail farming training program that encompassed best practices for breeding, feeding, and maintaining snails.

### **Training Sessions**

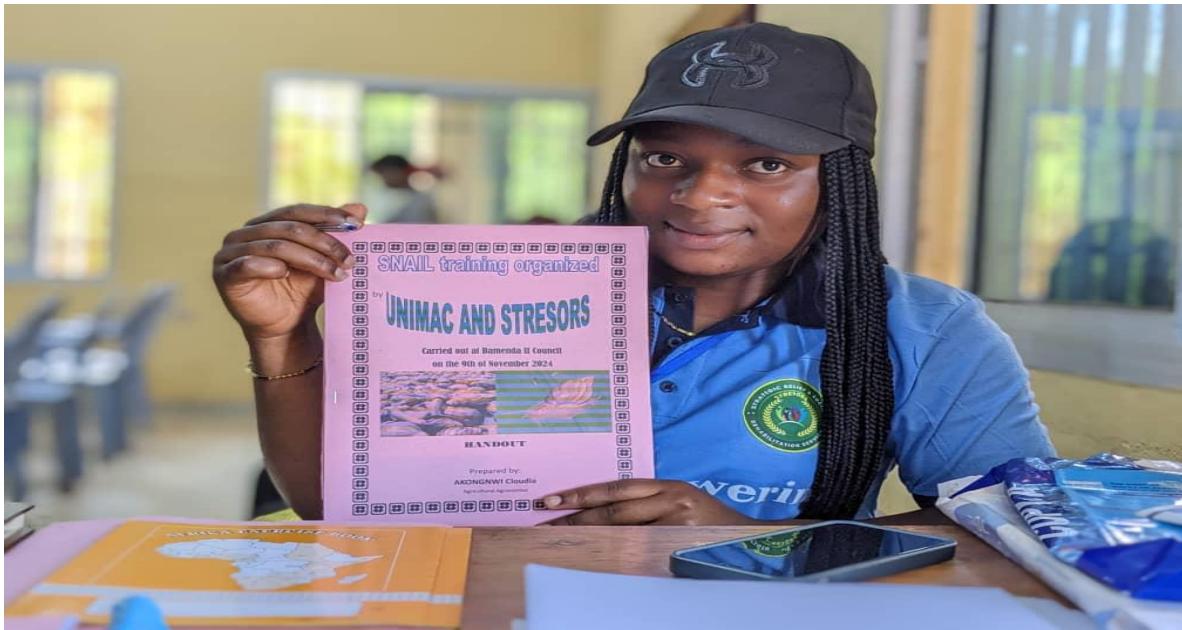
In total, we conducted training for 70 young girls and women from various backgrounds. The sessions were interactive, incorporating both theoretical knowledge and practical skills training. Participants learned about the market potential of snail farming and how to establish their own snail farms with minimal investment.

### **Establishing Snail Farms**

The training led to the successful establishment of 15 new snail farms created by the participants. This not only provided them with a means of income generation but also contributed to food security in the region. The initiative was well-received, and many participants expressed their gratitude for the opportunity to learn and grow.

## Snail Farm training activities





## **5. Operation: Keep the Toilet Clean**

**Period:** September - December 2024

From September to December, UNIMAC launched the "Operation Keep the Toilet Clean" initiative, targeting schools in Bamenda to promote hygiene and sanitation awareness among students.

### **Objective of the Initiative**

This initiative stemmed from a recognized need for improved sanitation in schools, particularly regarding hygiene practices around toilet facilities. Our goal was to foster a culture of cleanliness and responsibility among students.

### **School Engagement**

We partnered with 12 schools throughout the region to implement this project. Each school received educational materials and support to establish hygiene clubs that encouraged students to take an active role in maintaining cleanliness.

### **Outcomes**

The project engaged over 1,000 students, who participated in cleanliness campaigns, workshops, and hands-on activities aimed at improving the overall sanitation of their schools. Feedback from teachers and students has indicated a notable transformation in attitudes toward cleanliness and personal hygiene.

## Operation Keep the Toilet Clean



## **UNIMAC Participation in GBV 16 Days of Activism 2024**

**Date:** November 24<sup>th</sup> to December 10th

UNIMAC proudly participated in the 2024 Global 16 Days of Activism Against Gender-Based Violence (GBV), joining hands with various organizations to raise awareness and advocate for change. This year's theme emphasized the importance of collective action against GBV, and UNIMAC played a pivotal role in the celebration of resilience and solidarity.

As part of our commitment, UNIMAC organized a candle-lighting ceremony to honor those who have lost their lives due to gender-based violence. The event served as a poignant reminder of the urgent need to combat violence in all its forms. During the ceremony, participants shared stories and reflections, fostering a sense of community and support for survivors.

The participation underscored UNIMAC's dedication to promoting gender equality and empowering individuals, while advocating for a society free from violence. Together with our partners, we aim to continue raising awareness and driving meaningful change in our communities.



**Sustainable, Economic, and Social Empowerment of single mothers affected by the Anglophone crisis in Cameroon through skill development Organized by UNIMAC at the Archdiocese of Bamenda.**

**Date:** 21<sup>th</sup> December 2024



## **INTRODUCTION**

A 7 hours training titled “Sustainable, economic and social empowerment of single mothers affected by the Anglophone crisis in Cameroon through skill development organized by UNIMAC in the Archdiocese of Bamenda” took place on Saturday the 21<sup>st</sup> of December 2024 with a total of 19 participants.

The purpose of this workshop was to train 15 participants on Business Ethics on topics such as Entrepreneurship, Starting up a business, Marketing and Record keeping.

The training methodology was interactive as the trainer ensured that the topic was understood by the participants in the simplest language he could use. The participants were engaged in discussions and the forum was kept open for feedback, queries, and suggestions. These

discussions were supported through training materials such as pens, notebooks, board presentations, etc.

### **Training objective**

Train participants on Business Ethics that will enable them build good business plans and run successful businesses after their 6 months training.

**Venue:** St Joseph Big Mankon, Bamenda, Cameroon

**Date:** 21st of December 2024

### **Session I**

The training began with a word of prayer and a word of welcome by madam Clotilda who thanked the participants for attending the workshop. She opened a session with self-introduction



and asked the participants to share their expectations and fears regarding the training after which a series of ground rules were stated. Madam Clotilda went further to give a brief presentation of the project and its objective.

The floor was handed to the main facilitator Mr Ameh Maurice Ngwa who introduced the participants on entrepreneurship, its benefits and the key components of a business plan. He spoke about building an executive summary which involved:



- Having a business description: a business description outlines a company's purpose, products or services, target market and unique value proposition, providing clarity and direction for stakeholders and potential investors.
- Know your mission: define your purpose, target market and unique value to guide decision-making and inspire stakeholders.
- Market analysis: it evaluates business trends, target demographics, competitors and customer needs, informing strategic decisions to enhance competitive advantage and drive growth.
- Market organization and management: establish clear roles, responsibilities and hierarchy for efficient operations.
- Marketing strategy: it outlines approaches for reaching target customers, differentiating from competitors and maximizing value through pricing, promotion and distribution channels.
- Operational plan: it details the necessary steps and resources for achieving business goals efficiently and effectively.
- Financial projection: it outlines expected income, expenses, cash flow and revenue growth over a specified period typically 3-5 years.

The participants were encouraged to have business names, know the mission of their businesses, to know their competitors and their target market, to know their demography and the best area to locate their businesses, to know their estimated market size, to know how to attract and keep customers, to have detailed information about their businesses and who they work with, to use online and offline market strategies and to partnership with existing businesses. This session was very interactive as the participants shared their business names, their missions and their opinions on how to carryout good marketing strategies. This season ended with a 30 minutes group picture and coffee break.



## Session II

It began with an over view of business operational plan and financial projection and the facilitator later gave the participants

guides on how to write a business plan as indicated below:

- Executive summary
- Business description
- Market research
- Outline marketing strategies
- Financial details

He equally gave them the following tips on how to draw a successful business plan

- Keep it simple
- Use pictures or drawings for better understanding
- Be realistic
- Always seek feedback from mentors
- Business plan should be updated regularly as business grows

### Session III

In this session, participants were introduced to marketing and its stages as indicated below:

- Market research
- Production
- Production
- Promotion
- Selling

He equally elaborated on the 5ps of marketing (price, product, place, packaging, promotion) and calculations on profit and loss. This



session was the most interactive as the participants assisted greatly in bringing out an invoice table for salonist and tailors and they were advised to always use a scale of preference at beginning of their business and improve with time. The participants solved a series of exercises on how to calculate cost price and profit and the last lesson for the day was on record keeping and its advantages.

## Session IV

The closing ceremony for training was led by madam Clotilda with a word of thanks to the facilitator and the participants for their active participation. Feedbacks from participants were gotten regarding what they learnt, their training content and the facilitator's training skills.

The general feedback of the participants about the facilitator was very positive and they appreciated his level of knowledge and style of presentation. A participant equally suggested that the facilitator should mention other names during presentation.



## CONCLUSION

The activities undertaken by UNIMAC in 2024 reflect our unwavering commitment to empowering vulnerable maidens and women in the Northwest region. Through data collection, practical workshops, and community engagement, GBV activism we have created opportunities for personal growth and economic independence.

The impact of our initiatives continues to echo throughout the community, leading to increased self-sufficiency among participants and fostering a culture of empowerment. As we move forward, we are eager to build upon these successes in 2026 and beyond, continually striving to uplift the lives of those we serve.

### Acknowledgments

UNIMAC extends heartfelt gratitude to our partners, volunteers, and community members who have supported these initiatives. Together, we are making a significant difference in the lives of vulnerable maidens and women in the Northwest region.

(End of Report)

By highlighting each project in detail, we hope to convey the benefits and significance of our efforts, as well as the ongoing need for community support and collaboration. Thank you for your continued partnership and commitment to empowering our community.