

CONCEPT NOTE

KCW SACCO World Savings Day Run 2026 — "AI Advises, Human Decides: Saving is Our Choice"

1. Background

The Kampala Corporate Women Cooperative Society Limited (KCW SACCO) is a member-owned savings and credit institution dedicated to advancing the financial inclusion and economic resilience of women in Uganda. Every year, KCW SACCO marks World Savings Day with an activity that brings together members, corporate partners and the wider public around the shared goal of building a stronger savings culture.

In 2026, KCW SACCO will host the **KCW SACCO Run**, a 5km/10km community run themed **"AI Advises, Human Decides — Saving is Our Choice,"** a theme chosen to spotlight how Ugandans can responsibly harness emerging tools like artificial intelligence to inform — but never replace — sound, human-centred financial decisions.

2. Event Overview

Event	KCW SACCO Run 2026
Theme	"AI Advises, Human Decides — Saving is Our Choice"
Occasion	World Savings Day
Date	Saturday, 7th November 2026
Time	6:45 am – 12:00 pm
Venue	Lugogo MTN Arena (gardens/Sideline bar), Kampala
Routes	5km and 10km, through the scenic Kololo Hills
Expected participants	Approximately 400 — SACCO members, corporates, and the public
Registration fee	UGX 45,000 (includes a branded vest and bag)
Activities	Timed run, financial literacy talks, and exhibitions

3. Rationale

Despite steady growth in Uganda's savings culture, many women-led households — particularly in informal settlements — remain excluded from formal financial services. The KCW SACCO Run uses sport as a rallying point to draw public attention to this gap, while directly channeling proceeds toward practical support for vulnerable women-led households in the Katanga and Kawempe slums. The event doubles as a platform for financial literacy, giving participants and the public direct access to guidance on saving, budgeting and responsible use of digital and AI-powered financial tools.

4. Objectives

- Promote a culture of saving among Ugandans, in commemoration of World Savings Day.
- Raise funds and awareness to uplift economically vulnerable women-led households in Katanga and Kawempe.
- Deliver financial literacy talks that help participants navigate savings and credit decisions confidently, including the responsible use of AI-based financial tools.
- Strengthen visibility and public trust in KCW SACCO and its partners as champions of community transformation and financial inclusion.
- Provide corporate partners with a high-visibility, values-aligned CSR platform.

5. Alignment with National & Global Priorities

The KCW SACCO Run is anchored in Uganda's Third National Development Plan (NDP III), Vision 2040, and the National Financial Inclusion Strategy, and advances Sustainable Development Goals 1 (No Poverty), 5 (Gender Equality) and 10 (Reduced Inequalities).

6. Beneficiaries

Proceeds from the run will directly support vulnerable, women-led households in the Katanga and Kawempe slums of Kampala, helping strengthen their savings capacity and economic resilience.

7. Partnership & Sponsorship Opportunities

KCW SACCO invites media houses, corporates and development partners to support the KCW SACCO Run 2026 through financial or in-kind partnership. Partnership packages include:

Support area	What it involves
In-kind: Beverages & refreshments	Provision of drinks/refreshments for approximately 400 participants on event day
In-kind: Branding & materials	Vests, bags, banners, signage and other event materials
Media partnership	Coverage, airtime, and promotion before, during and after the event
Financial sponsorship	Direct funding toward logistics, the beneficiary fund, or event operations

All partners are acknowledged as official supporting partners of the KCW SACCO Run, with logo placement on event materials, public recognition on the day, media mentions, and the opportunity to showcase their brand and products directly to participants, corporates and SACCO members in attendance.

8. Why Partner With Us

- Direct, visible CSR impact tied to women's economic empowerment.
- Brand exposure to roughly 400 engaged participants plus media and social reach.
- Association with a cause aligned to national development priorities and the SDGs.
- A positive, family-friendly platform combining fitness, financial literacy and community giving.

9. Contact

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Running for Her Economic Resilience

Yours sincerely,

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Chairperson | KCW SACCO