high sound for children

2025

ANNUAL REPORT



Mission

Protect children from inappropriate media content and promote safe media

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About High Sound for Children

High Sound for Children is a not for profit organization on a mission to protect Children from exposure to inappropriate media content by promoting safe offline and online environments, empowering media practioners, children, caregivers and communities through education and advocacy for responsible content policies and practices.
Founded by a collective of concerned journalists, High Sound for Children is a non-profit organization committed to protecting children from exposure to inappropriate, harmful, or exploitative content both offline and online.

With first-hand experience in media production and dissemination, our founders recognized the urgent need for ethical safeguards in a rapidly evolving media landscape.

We advocate for responsible journalism, promote media literacy for young people, caregivers,communities and work with stakeholders—including content creators, policymakers, and educators—to create safer media environments where children can learn, grow, and thrive without risk.

At the heart of our mission is the belief that every child has the right to be shielded from harm and empowered with tools to navigate both offline and online spaces safely.



Board of Directors



Solomon Lubambula

Board Member



Benjamin Jumbe

Board Chairperson



Jackline Nakagulire

Board Member



Mercy Nalugo

Board Member



Hadijah Mwanje

Executive Director



Juma Kirya

Board member

HSC Programs Team



Hadijah Mwanje
Executive Director



Julian Amutuhaire
Programs Manager



Sherina Babirye
Administration



Ivan Ssenabulya
Program Officer-Media and Communications



Deo Wasswa
Grants and Partnerships

Message from Executive Director



On behalf of the Board, staff, and partners of High Sound for Children (HSC), I am pleased to share this Annual Report highlighting our work and impact during the year.

In an increasingly complex media and digital environment, HSC remained committed to protecting children from harmful media content while promoting safe and responsible, media use. Throughout the year, we worked closely with children, schools, parents, government and communities to build awareness, skills, and safe platforms that enable children to participate meaningfully while staying protected.

A key focus of our work was the strengthening of school-based media clubs and Online safety for Children holiday camps, where children developed writing, presentation, and critical thinking skills while learning safe media and online practices. Through storytelling and visibility initiatives, we amplified children's voices and highlighted the importance of child-sensitive media in shaping safer communities.

We are grateful to our partners, supporters, and communities whose collaboration and trust made this work possible. Your support enabled us to strengthen safeguarding systems, expand outreach, and document impactful stories that reflect both the risks children face and the solutions they can lead.

As we look ahead, HSC remains committed to deepening partnerships, strengthening research and advocacy, and upholding the highest standards of child safeguarding and accountability. Together, we can continue to create safer, more inclusive media spaces where every child's voice is heard and protected.



Hadijah Mwanje- Executive Director

Our Programs

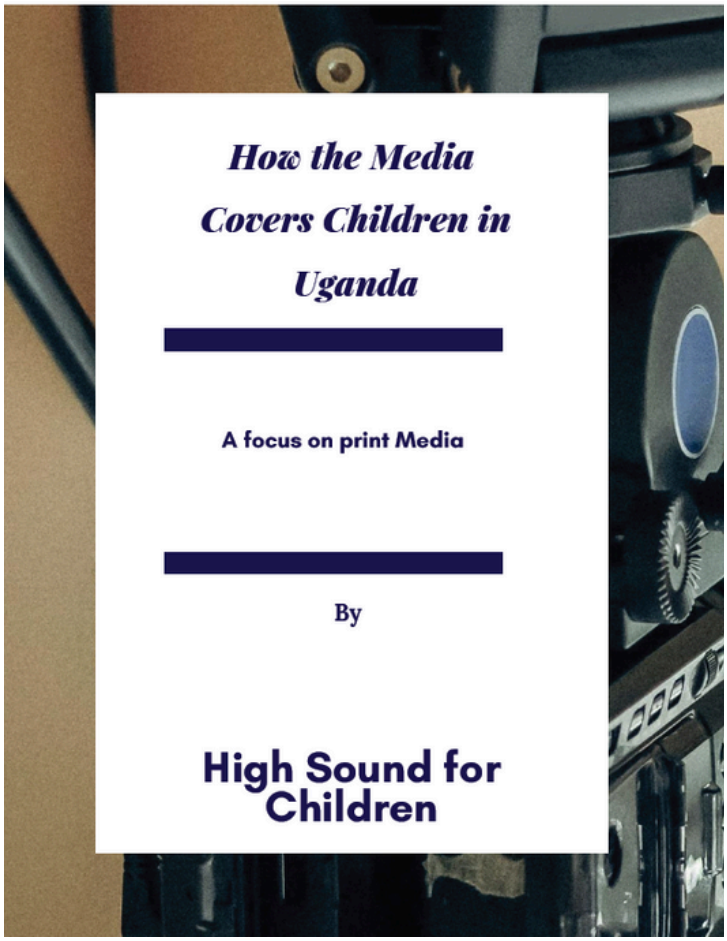
Media Clubs in School



Online Safety Holiday Camps



Media and Child Protection



Digital Safety for girls & Child mothers



Media Clubs in School

High Sound for Children has been running media clubs in School since 2019 when the program was launched at Bright Way primary school. In 2025, the organization unveiled the smart media guide, a tool used to unpack media for learners and over 200 learners have accessed the book.

The Clubs are currently running in 11 government and private schools in Kampala, Mpigi, Wakiso, Mukono, Luwero and Jjinja districts. The Clubs this year extended to four more schools under **Promoting Equality in African Schools-PEAS**.



Students at PEAS Samling-Nama school undergoing training in videography

Through the clubs, children are empowered with skills on safe media usage, writing , expression, confidence building and camera work as a practical skill. Five members of the media clubs also weres selected to participate in UCRNN's annual Children's camp.

In 2025 alone, over 500 learners have been impacted. HSC hopes to expand the program to more schools in 2026.





Online Safety for Children Camps

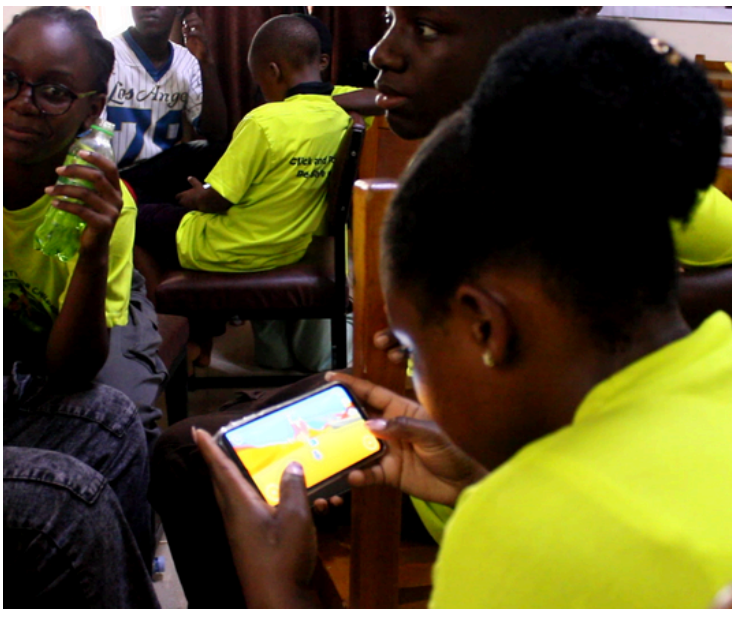


Online Safety of Children is becoming a key focus for High Sound for Children following the increased exposure of children to online platforms including social media.

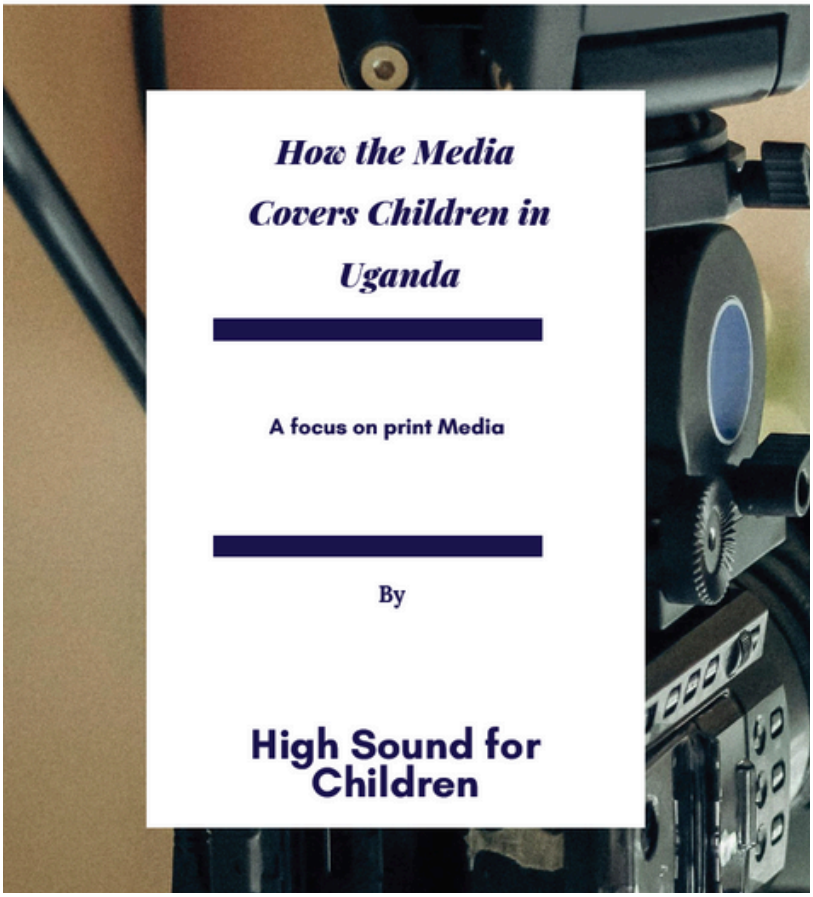
High Sound for Children in 2025 organized two holiday camps to train children on safe online media usage. Through Partnership with like minded organizations like Trailblazers mentoring Foundation, Anthill foundation, Raising Teenagers, Central for Media Literacy and Community Development, Raising Voices ,MAMA FM and Tekel Mental Health Foundation, HSC hosted the 3rd Online Safety for children camp and also addressed a press conference about the same.

Another camp was organized in December and children gained practical skills navigating online platforms in a bid to create a clean digital footprint and in total 100 young people between 10-24 years attended the training in 2025. The organization also innitiated patnership with the Buganda Kingdom on the same.





Media and Child Protection

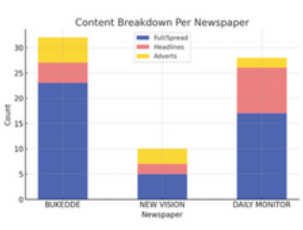


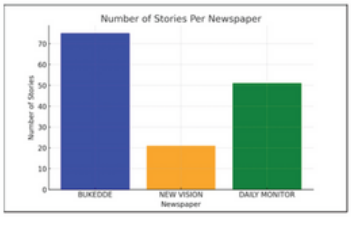
In 2025, High Sound for Children released a research report examining how children are covered in the Ugandan media. The study focused on three national daily newspapers—New Vision, Daily Monitor, and Bukedde. The study analyzed the amount of space allocated to children's stories, how children are portrayed, and the safeguarding practices applied in media reporting. The level of professionalism with which the stories are handled was a focus for the researchers.

The findings revealed that children continue to receive limited media coverage and are often exposed in ways that put their safety at risk, with both the media and communities largely unaware of the dangers of such exposure. However, the report also noted improved coverage of children's issues, particularly in cases involving violations of the law. The findings will guide HSC in its child protection advocacy programs.

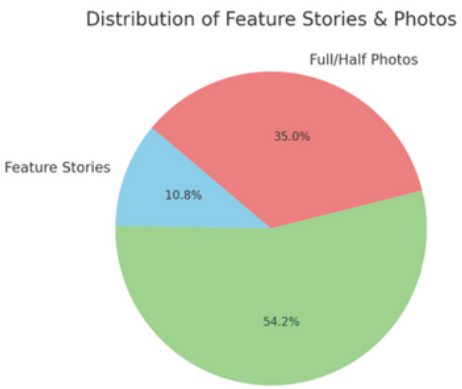
Study

A total of 147 stories were sampled for analysis, in the space of three months.





Feature stories and Photos



Digital Safety for Girls & Child Mothers



Digital spaces have become an essential part of girls' lives, offering opportunities for learning, connection, and access to services. However, these same platforms increasingly expose girls to heightened risks of online sexual exploitation, harassment, blackmail, and trafficking. Limited digital literacy, economic vulnerability, and social isolation make many girls easy targets for perpetrators who use social media, messaging apps, and mobile phones to groom, coerce, or threaten them.

Running a targeted digital safety and security program for girls is one of the undertakings by HSC in 2025. The program also extended to child mothers in the areas of Kawempe and will spread to more child mothers in formal and informal settings in 2026.

Partnerships & Collaborations

High Sound for Children continue to partner and collaborate with government, UN agencies, the media and other child rights organizations in it's mission to protect children from inappropriate media content and in the pictures are some of the key collaborations



Menstrual Hygiene Day 2025



HSC and Africhild Centre on research on media & Children



HSC exhibits its work at Buganda Youth Day Celebrations



Group Photo after addressing a pressconference on Intrenational Day to end sexual violence and exploitation



Children from media clubs perform at World Children Day event organized by UNICEF

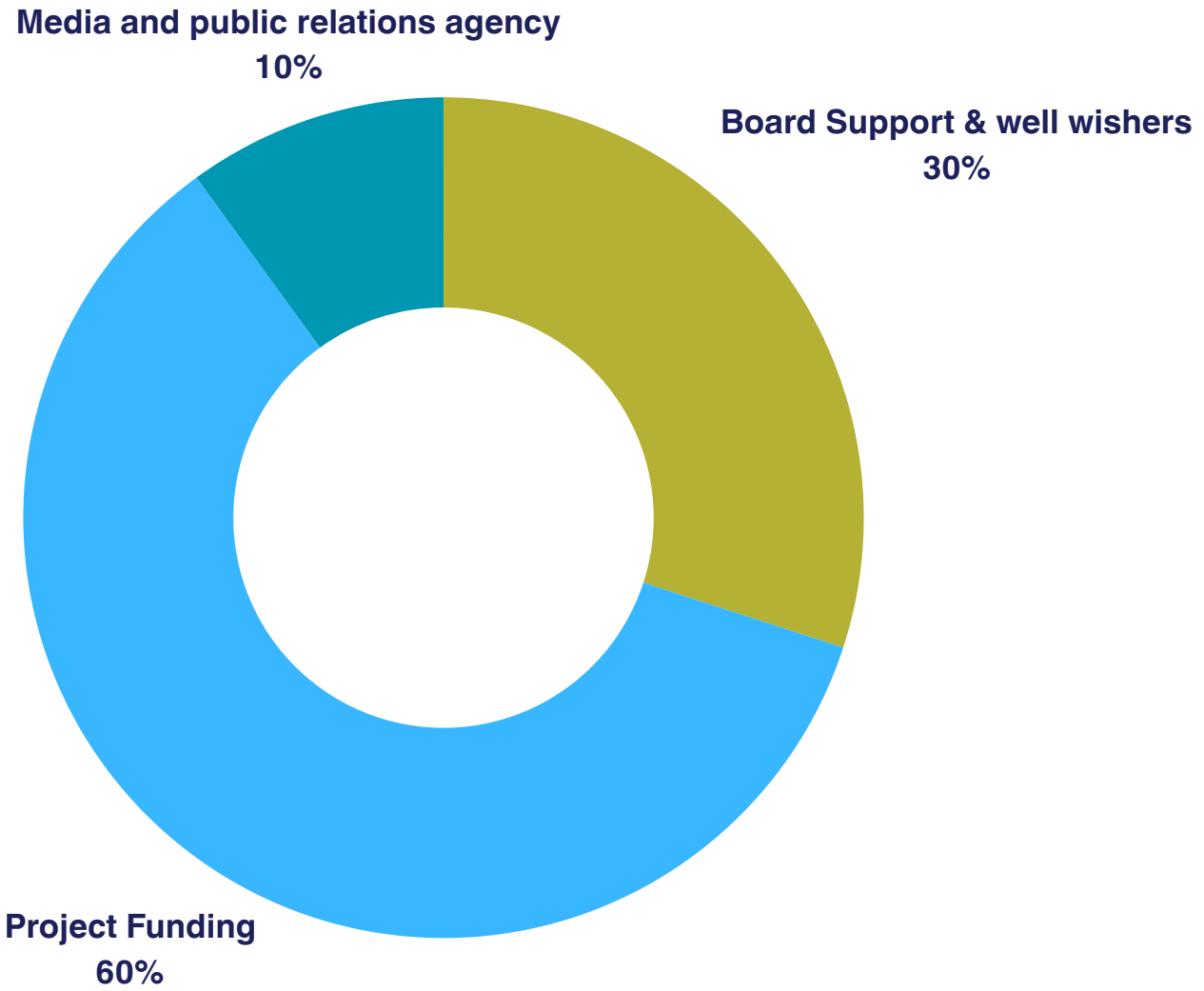


HSC and Trailblazers Mentoring Foundation engage Ministry of Gender

Financial Performance

High Sound for Children in 2025 continued to operate largely on project-restricted funding, which primarily supports program activities and does not adequately cover core costs such as staff salaries and essential administrative expenses. This funding structure has constrained organizational growth and limited the ability to invest in institutional strengthening.

Despite these challenges, 2025 registered an improvement in activity-based funding, enabling the organization to implement planned interventions more effectively. Notably, this progress eased the financial burden on the Board, which has consistently supported program implementation through direct facilitation of activities. While sustainability remains a priority, the year marked a positive step toward stabilizing program delivery and strengthening operational continuity.



Directorate of Human Resource and administration



High Sound for Children is supported by a team of five program staff who oversee and implement organizational activities, working in collaboration with trained teacher patrons whose capacities have been strengthened to support school-based clubs. While the organization continues to experience human resource gaps, this challenge has been partially mitigated through the active involvement of Board members, who complement the program team during school outreaches and partnership-driven activities.



High Sound for Children also built capacity of its staff in collaboration with organizations like Center for Constitutional governance and the Remnant generation. Two HSC staff members were trained in digital security and the Executive Director underwent a six months leadership course organized by the Hope Alive Network hosted by the Remnant Generation.



Some of the equipment acquired by HSC in 2025.

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Thank you!

