

Established 2022 · Masaka, Uganda

Maama Masaka Foundation

Born from love, sacrifice, and the belief that every child and mother deserves a fighting chance.

"Before the world saw our children dance, I was already there — feeding them, holding them, praying over them. Every shilling I earned went to them. They were mine, not by birth, but by heart."

— Babirye Madina (Maama Masaka), Founder

OUR STORY

Long before Masaka Kids Africana became a global phenomenon — before millions of followers, Netflix documentaries, and viral videos — there was a woman quietly holding it all together. Her name is Babirye Madina, known warmly across Masaka as *Maama Masaka* — the mother of Masaka.

Madina is the wife of Suuna Hassan, the visionary founder of Masaka Kids Africana — the celebrated Ugandan nonprofit that rescued orphaned and vulnerable children from the streets and gave them a home, a family, and the gift of music and dance. But Madina's role was never simply that of a wife. She was the heartbeat of the home — the steady, nurturing presence who cooked the meals, dried the tears, and tucked the children in at night.

In those early years, when Masaka Kids Africana was nothing more than a handful of children and an impossible dream, Madina ran a small restaurant in Masaka town. Every shilling she earned went back into the household — buying food for the growing number of children, paying for basic supplies, and quietly sustaining an organisation that the world had not yet noticed. She gave without being asked, and she loved without condition.

THE TURNING POINT

As Masaka Kids Africana grew — from 5 children to over 200, from a roadside performance to global stages in Dubai and beyond, from a social media curiosity to a Netflix documentary — the world began to see what Madina had always known: that these children were extraordinary, and that they deserved extraordinary support.

But Madina's eyes saw further still. Behind every dancing child was a mother somewhere — struggling, silenced, or forgotten. Around the bustling Masaka district, she witnessed mothers who, like herself in earlier years, were stretching impossibly thin resources to keep their families alive. She saw girls pulled out of school before they could dream. She saw communities where the absence of a

nurturing 'maama' left gaping wounds.

In 2022, fuelled by her own story of quiet sacrifice and inspired by the transformation she had witnessed at Masaka Kids Africana, Babirye Madina founded the **Maama Masaka Foundation** — a community-rooted organisation dedicated to women, mothers, and the children who depend on them.

<p>2022 Year founded</p>	<p>200+ Children in the Masaka family</p>	<p>9M+ Global followers inspired by Masaka Kids</p>	<p>1 Unstoppable mother who started it all</p>
-------------------------------------	--	--	---

OUR JOURNEY

<p>2013 – Early Years</p>	<p>Masaka Kids Africana is established by Suuna Hassan. Madina becomes the children's de facto mother — cooking, caring, and contributing her restaurant earnings to sustain the young organisation before it was known to the world.</p>
<p>2018 – 2020</p>	<p>Masaka Kids Africana gains global attention on social media. A clip of the children performing to Drake's 'Toosie Slide' goes viral. Madina quietly expands her care to more children while supporting Suuna's growing vision.</p>
<p>2022 – Foundation Founded</p>	<p>Babirye Madina formally establishes the Maama Masaka Foundation, channelling a lifetime of lived experience into a structured mission for uplifting women, mothers, and vulnerable children across the Masaka district and beyond.</p>
<p>2025 – Global Recognition</p>	<p>The story of Masaka Kids Africana — and the woman at its heart — is brought to the world through the Netflix documentary Masaka Kids: A Rhythm Within, spotlighting Madina's foundational and enduring role.</p>

WHAT WE DO

The Maama Masaka Foundation works at the intersection of motherhood, community, and opportunity. We believe that when you strengthen a mother, you strengthen a generation. Our programmes are inspired by Madina's own journey — practical, compassionate, and deeply rooted in the Ugandan community we call home.

<p>Women's Empowerment Skills training, small business support, and safe spaces for women to rebuild their lives and livelihoods.</p>	<p>Child Education Keeping children — especially girls — in school through fees, materials, and mentorship.</p>
<p>Nutrition & Welfare Ensuring vulnerable families have access to food, healthcare, and basic dignified living.</p>	<p>Arts & Healing Drawing from the Masaka Kids model — using music, dance, and creativity as tools for healing and hope.</p>

MEET THE FOUNDER

BM

Babirye Madina

Founder, Maama Masaka Foundation · Co-founder, Masaka Kids Africana

A daughter of Masaka, a wife, a mother of many — Babirye Madina has spent her life giving. Before the world knew Masaka Kids Africana, she was already there, using the earnings from her small restaurant to feed, clothe, and love children who had nothing. Today, through the Maama Masaka Foundation, she has turned personal sacrifice into lasting community change.

OUR MISSION

To nurture, uplift, and empower women, mothers, and children across Uganda — building communities where no child is left hungry, no mother is left behind, and every family has the chance to rise, shine, and dance.

The Maama Masaka Foundation is proudly connected to Masaka Kids Africana — Uganda's beloved global dance family. Together, we are one community.