



ANNUAL
REPORT

2015/2016



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GENERAL MANAGER'S NOTE

There has been great progress and advancement this past year, the third year of TATU Project's work in the community. As the General Manager of TATU Project for the last year and a half, I have witnessed a higher level of cohesiveness and efficiency within the team, greater focus toward our overall goals and objectives, and more immersion and collaboration with the community members in the village.

Our team has expanded as we have added new positions and more long-term staff, allowing us to be more focused and deliberate in our work. We identified areas that required specialized intervention, and brought on team members with technical expertise in these areas to assist us. We have spent a good part of this past year formalizing projects through the development of frameworks and re-working our activities to better fit the goals and objectives, which has assisted in the structuring of our Monitoring and Evaluation plan. This has allowed us to focus on our long-term strategy while becoming closer to achieving some of our goals.

This past year was a year of progress in our relationships in the village as well as we became more involved and participatory in our approach. We began to develop a more comprehensive Village Relations Strategy, as we recognized that this was a major step in our goal of working collaboratively with the village at all levels, both community members and village government leaders. This was made more evident with the election of the new village government to fill the roles in the newly formed village of Londoto, after the village of Msitu Wa Tembo split into two separate villages at the end of 2014, to form Londoto and Msitu Wa Tembo. As there was a new village office to form a partnership with, we took the opportunity to really focus on formalizing our relations strategy, in order to start a positive, cooperative relationship with them from the beginning. This has been evident in the trusting, helpful relationship that we have formed with the village government.

It has also been inspiring to see the progress made by the women in our projects in this last year. They have really taken the education and assistance that our team has provided them and used it to take ownership and management of their projects and bring them to a new level of success. This has been most evident for me in the KiliPads project, which I have been connected to for the last two years. The women have overcome many obstacles and have really made great strides in the last year.

As the General Manager of TATU Project for the past year and a half, I am immensely proud of all of these accomplishments. I am proud of our team, of the women that we work with in the community, and of the local and international organizations that we partner with. It has been my honor and pleasure to be involved in this organization, to have the opportunity to work with and learn from the strong women in the projects, and to partner with the village leaders and have a hand in the development of this community."

Rebecca Light, General Manager

The Board of Directors of TATU Project would like to express their gratitude and admiration towards Rebecca's great work with TATU Project. It was a pleasure working together, and we wish her the best of luck in her future endeavours. Thank you!

ACTIVITIES 2015

As mentioned earlier, 2015/early 2016 has seen a lot of activity both within TATU Project and in the villages we are working in. Within our team, we spent a lot of time structuring our activities, especially in the formulation of our Monitoring and Evaluation (M&E) plan. This M&E plan will give us the opportunity to collect data from projects in the community in order to assess our progress towards our long-term goals and objectives. From this M&E data collection, we can then make adjustments as needed and also publicize our successes and challenges.

In the field, however, we can only move as fast as the community allows. Unfortunately, there were several difficult situations that occurred in the villages that impeded our progress. In mid-2015 the heaviest rains arrived later than normal and the river overflowed, causing flash floods, ruining a large area of crops. According to village members, this was the worst flooding to have occurred in the past 30 years. During this experience we worked closely with the village leaders to assess the hardest hit areas and to provide resources and advice. However, it made many of our other project work difficult to achieve as the flash floods made traveling to the village difficult during that time.

In the early part of 2016, there was a cholera outbreak. Over 150 reported cases reached the dispensary, causing major delays and setbacks in all of our projects. Women had to remain home to take care of sick family members, the village government wouldn't allow meetings to take place in order to curb the spread of the disease and they also enacted a new policy that required all shops and places of business to have a public toilet, which meant that the Kazi na Sala Wholesale Shop was delayed in opening. During this time, we worked with the Nina Jali group to add seminars on cholera prevention and treatment to their curriculum, to empower them to educate and assist their own communities. Once the cholera outbreak was contained, we resumed regular operations of our projects in the community.

CURRENT PROGRAMS:

Women Empowerment Program (W.E.)

Kazi na Sala (KnS)

The women's group, Kazi na Sala (meaning "Work and Pray" in Swahili), continues to grow and develop. After registering as a Community Based Organization (CBO) with the district government at the end of 2014, in 2015 they worked with the village office and purchased a piece of land in a prime location in Msitu wa Tembo. This site is being used to develop their economic projects and is the meeting place for other group activities.

In 2015, the group went through some needed changes. They finalized the Constitution for the CBO at the end of 2014, and since 2015, have been working on its implementation and execution while also establishing processes to make the group run more efficiently and successfully, keeping in mind the following objectives:

- Creating a space for expression and initiative, where co-operative teaching, demonstration and development of knowledge, and increased opportunity are valued
- Creating their own independent financial structure involving:
 - Contributing and saving money to invest in group and individual projects
 - Developing income generating activities as a group



Bertila, President of Kazi na Sala

In order to assist the women's group, reinforce leadership, and help to ensure that it is running smoothly and effectively, we have decided to incorporate Kazi na Sala Leadership Development into the area of WE Grow personal empowerment. This way we can count on one of our local coordinators to commit to assisting the group to reach their full potential and work toward becoming fully self-managed over time, while encouraging the group leaders' to better realize their strengths and abilities.

Current number of participants: 70 women

This year Kazi na Sala bought land and, thanks to our generous partner Cre-Aid, constructed their first collectively-owned building: a wholesale shop.



Kazi na Sala's New Shop

WE THRIVE- Economic Empowerment Program:

WE Thrive is the economic empowerment branch of our Women Empowerment program. The focus is on providing assistance, trainings, resources and access to capital to help the women develop or improve their businesses, in order to increase their economic independence and invest in their families and communities.

Entrepreneurial Training:

As part of the WE Thrive program, we have been conducting a series of training to develop entrepreneurial skills and business plan writing, so that the women of Kazi na Sala can develop or improve their businesses. This training series began in January 2015. Phase one of the trainings began with basic business skills, delivered to the whole group of Kazi na Sala. Phase two, technical training for smaller business teams organized around a specific business idea, was a bit slow to start and experienced slight delays due to flooding and other issues in the community. The team decided to focus on working with a small group of women who were elected by Kazi na Sala to design and operate the group business - a wholesale shop in the community. Through the training, they developed their business system, conducted market research to identify which items they will sell, and created a business plan. They submitted their business plan to the Micro-Lending Panel and were approved for a



Entrepreneurship training at the Whole Sale Shop of Kazi na Sala

loan to finance their operations: purchasing items for the shop, paying one of the group members to be the shop manager, and covering all other costs of the business. The remaining business teams will take part in the upcoming trainings and will go through the same process of developing business plans and will be eligible to apply for micro-loans. The WE Thrive team will also offer consulting services to the Kazi na Sala businesses for the coming year. This project is generously financed in part by Rotaract Club LFDR.

Micro-Lending Initiative:

Another aspect of the WE Thrive program is the development of a micro-lending system within Kazi na Sala. The first step was to conduct basic technical trainings to the large group. At the completion of these trainings, a panel of five women were elected by Kazi na Sala, based on training results, to be part of the Micro-Lending Panel. They then went through a series of sessions with the WE Thrive team to design the system that would be most effective within Kazi na Sala's structure, including developing the rules of how to manage the loan system. These rules include loan graduation, payback time, and differentiation of interest rates, which are all dependent on various factors. The panel of women were certified by the WE Thrive team and are now operating their own micro-lending system. The first loan was granted to the wholesale shop committee and was sponsored by Rotaract Club LFDR. The

remaining loans will then be disbursed to the business teams once they have finalized and submitted their business plans to the panel.

TATU Project would like to recognize the great work of OmbeniLema, WE Thrive coordinator. Through his good heart and sincere will to help, women of KnS really accepted and trusted him to accompany their projects. Thank you!

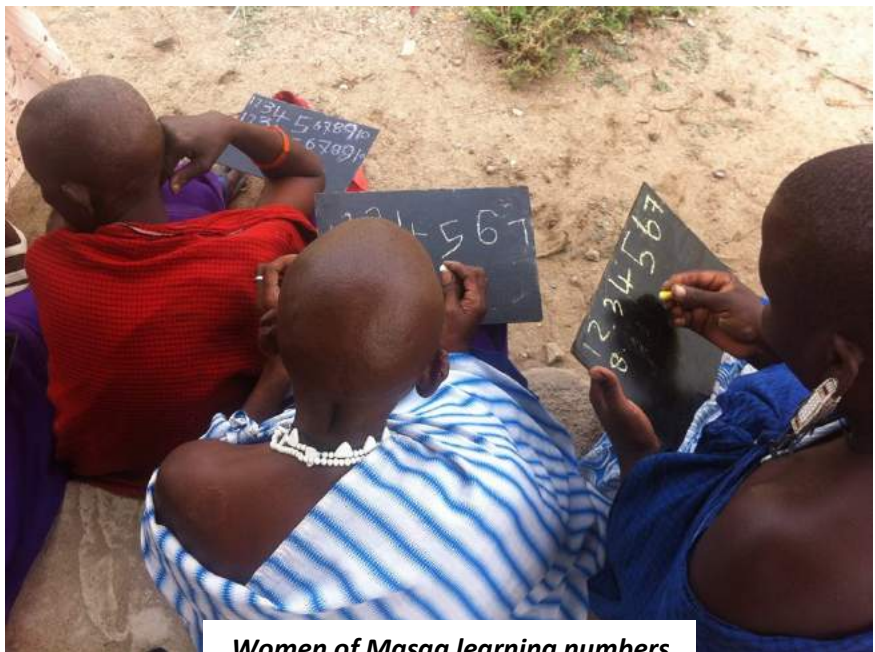


Ombeni and the women of KnS

MASAA:

MASAA is a WE Thrive business that has been in operation since 2013, and developed immensely in 2015. The MASAA jewelry project is a social business that supports Maasai women from Kazi na Sala in gaining economic independence, increasing their knowledge and skills and promoting their vibrant culture through making and selling traditional beaded Maasai jewelry.

The women of the MASAA business design and produce the jewelry and TATU buys the jewelry directly from them, providing a fair wage, and sells the items on their behalf in cafes and shops in Moshi, thus ensuring more customers and sales. In 2015 the women added many new unique designs and received trainings in numbers/writing, business management and basic accounting. TATU's team added new selling points, set up more efficient accounting systems, developed a social media presence and online catalogue and received the first international sales. Part of these international sales were made to other NGOs; we would like to develop this connection more, to use the MASAA items for fundraising purposes for other NGOs as well as for TATU. In 2015 alone, the business made over \$3,000 in local and international sales, and all the profit is re-invested directly into the project, making it fully self-sustaining and a successful business opportunity for the women and their families.



Women of Masaa learning numbers

Bicycle Project:

The Bicycle Project, another Kazi na Sala group business, continues to progress. Our partners in this project, GlobalBike, donated 20 new bikes to the rental business in mid-2015. The Bicycle Project is a bike rental business run for and by the women of Kazi na Sala, designed to promote responsible income management and incentivize saving. There were significant financial and time savings for the bike users: time saved per user averaged 80 hours per month and extra disposable income per user averaged \$12 per month (about 10% of their total income/month).



Women of KnS fixing bikes

As part of this bicycle rental business, GlobalBike and TATU also sponsored a training for the managers to learn how to repair and maintain the bicycles, thus making the project more sustainable. GlobalBike and its partners are also funding a bicycle shop to be constructed on the Kazi na Sala land! The mechanical trainings began at the end of 2015 and are continuing in 2016 and the business plans and construction of the maintenance shop/rental business will be finalized in 2016.

WE GROW- Personal Empowerment Program:

As mentioned earlier, through our re-structuring process we decided that the WE Grow program would include not only the group-wide personal empowerment seminars but also the leadership development of the Kazi na Sala group leaders. Therefore, the WE Grow program in 2015 was focused more on this development of the leadership, in order to strengthen their abilities and the group dynamics.



Secretary of KnS and her bike



Paula, WE Grow coordinator leading a team building activity

In 2015 the personal empowerment seminars were slow to progress due to other Kazi na Sala seminars - entrepreneurial and micro-lending initiatives -taking place. The floods and other internal village issues also impeded our progress. In spite of this, the plans for the seminars, including activities, lesson plans and speakers, were finalized and the program is well-structured to take place in 2016. Instead, a lot of work was conducted with the leaders of Kazi na Sala to help empower them to become leaders in their community. With the finalization of the Kazi na Sala Constitution in 2014, this past year we supported the women implement the rules and policies of their constitution in order to allow for a well-run women's group. At their suggestion, we set up bi-weekly meetings with the leaders to reinforce their leadership positions and assist them with problem solving and other internal development. We assisted in their plans to restructure the sub-groups, to elect assistant leaders, to better implement the group payment systems, and other group processes. Our assistance with the leaders will continue as needed, until they feel fully empowered and comfortable in their leadership roles.

WE CARE- Community Empowerment:

The women of Kazi na Sala are immensely concerned with the health and well-being of their families and communities. WE Care encompasses projects that allow the women to



Women of KP raising awareness about feminine hygiene in local schools

become educated in health issues and enable them to become empowered to deliver the knowledge to their community in a way that benefits all involved.

NINA JALI:

Nina Jali (“I Care” in Swahili) made immense progress in 2015. The project consists of an intensive health training program for a group of 10 women from Kazi na Sala, as well as 12 women from a partnering women’s organization called Tusaidiane in Newlands, a neighboring village. The two groups of women participated in eight months of training, covering a variety of 20 different topics taught by medical practitioners and professionals from Moshi area hospitals and organizations. Topics



included HIV/AIDS and STD prevention, family planning, pre and post-natal care, nutrition, diabetes, high blood pressure, malaria, mental illness, autism, first aid, drug safety and compliance, among other topics. Following the training, the women developed and offered a series of seminars in their respective villages to educate community members on disease prevention and healthy living habits, as well as to demonstrate the use of preventive resources, such as mosquito nets, condoms, nutritional powder and hygienic habits. This seminar campaign continued for the first few months of 2016, followed by a graduation ceremony in both villages, which was attended by village government leaders, family members and the TATU team. This project is generously funded by the Rotary Club of Toronto.

KiliPads (KP):

KiliPads is another project in the WE Care program, which has made a lot of progress since it began in 2013. It is a social business and community health project with a two-fold approach. It aims to increase the level of knowledge regarding menstruation management and to decrease the social stigma surrounding it, while also making and selling re-usable sanitary pads to increase the resources available to women in the community to manage their menstruation. This project involves six women from Kazi na Sala, and is in collaboration with Anza, a partnering NGO based in Moshi.



KP team proudly showing their final product: a reusable sanitary pad

In 2015 the project reached many milestones. The women completed advanced sewing training to learn new methods of measuring, cutting, sewing, designing and re-designing the KiliPad product to be more effective and long-lasting. They received business training and made a business plan. They participated in training sessions offered by another local NGO, Femme International, to learn how to conduct menstrual health training seminars to students in schools. With their newly developed knowledge base, they were able to design an interactive and engaging curriculum. They also secured a contract with Femme International to sew the bags they use for their own menstrual health trainings; this will continue for all of 2016. They made their first sales in the community from their newly rented workshop. In the early part of 2016, they have conducted several trainings in the schools in their community and have trained over 300 girls in menstrual health and hygiene and have begun discussions with the village leaders to schedule trainings in the village meetings, to educate and provide a needed resource for the women in their community as well.

Investing For Change (I.4.C):

This program aims to create a sustainable income-generating activity for families in the community with limited incomes and economic opportunities. The aim of the program is to provide the initial funds for social businesses that would be recovered once they are profitable, to be re-invested in new ventures.



Godwin in the KUKU Coop

KUKU Project:

The KUKU ("Chicken" in Swahili) Project is the pilot project of this program. It commenced in 2014 and is helping four families start a business of selling eggs and meat. In 2015, there were some issues with some of the chickens getting sick and dying or having low egg production, which required the TATU team and the families to re-evaluate and revise some of the long-term plans. To achieve these goals, TATU will stay involved for a longer time than planned, both as a financial investor and as a business mentor. During this time, TATU invested more money as well as offered further business, technical, management and marketing training in order to help the business be more successful and the families ready to fully take over the management of it in the long-term. Another key step in 2015 is that the TATU coordinator helped the families enrol in a local network of poultry famers, where they are learning more about market prices and better practices for raising the chickens. This is also a good way for them to network and find buyers for the meat and eggs, which has helped them to expand their market.

AFYA – HEALTH PROGRAM

During first months of 2015, we had our program director Iago Rego Garcia design the strategic plan for the next couple of years, based on the research and observations done in 2014. Then, volunteers came during summer and we had our first local health coordinator during 6 months, Tariq. During the beginning of 2016, we saw how a new project was emerging inside AFYA.

Chronic Diseases Survey:

We realized chronic diseases like hypertension and diabetes might be more prevalent than expected in this community. So, we collected data from a representative sample of the community between April and July in order to get epidemiological info on hypertension, smoking addiction, diabetes and alcoholism in order to more comprehensively understand the magnitude of these problems; this way, we can share and discuss with the local health stakeholders. We took advantage of the survey to track awareness about prevention facts, access and satisfaction to health services, so we can use these data as baseline to evaluate our program in the future.



Medical Caravans:

During two days, in partnership with **Pamoja Tunaweza**, a caravan came into the community to offer free consultations and affordable medicine and also did some home visits for people with limited mobility. 204 patients were attended and 6 health awareness seminars were conducted by Community Health Workers. Also, 15 patients were seen at their homes.

Nina Jali:

Hand in hand with the WE Care program, Afya supported the project: over 10 months, Community Health Workers received training from both local and foreign health professionals (doctors and nurses). 17 of them were trained in Newlands and Msitu Wa Tembo. Then, they conducted up to 10 health campaigns in the different areas of their communities



A new project – KUCHEZA NI AFYA

During the first months of 2016, we saw how a new project was emerging. Based on the work by Felipe Campos with “Basket4All 2nd edition” in the two primary schools of the community, we started to introduce the idea to do health campaigns in the schools as part of a project with sports. Community Health Workers will start to work together with sports teachers under coordination by TATU Project.



WATER INITIATIVES

Dorothy’s Well -Solar-Powered Well:

The well at Londoto Primary School, funded by Dorothy’s Well Project, is running successfully and benefiting the 200 students and teachers on a daily basis. The surrounding community is also benefitting from this well, as they are able to pay a small amount per bucket of water, which is added to the well maintenance fund. TATU Project continues to work with the Londoto School Well Committee to work through some of the internal issues and to help make sure it is being managed in a sustainable way. The students have started tending a small kitchen garden, which is a huge improvement for the school!



Children using the water from the well – drinking and gardening

We were also engaged in discussions with the two other primary schools and the dispensary in the Msitu Wa Tembo and Londoto communities to learn more about their issues with lack of clean and safe water. We have since secured a continued partnership with Dorothy's Well Project to install a second solar-powered well at the site of these two schools and the dispensary, thus serving more than 800 students at the schools and approximately 3000 patients that access the dispensary per year!

RESEARCH:

BASELINE SURVEY:

The baseline survey, which was conducted in 2014, was analyzed and the results were compiled into a report in 2015. It has been presented to the district level of the government, as well as to other stakeholders and partners. We are in the process of developing other reports using relevant sections of the data in order to present it to other levels of the government, partners and others.

WOMEN EMPOWERMENT THESIS:

A volunteer of TATU, Emilie Kaiser, came to do some field research for her Master Thesis on Women Empowerment. Her excellent work, now being translated to English, will be a first connection from TATU's empowering actions to global theories. Soon it will be a reference document for the team.



Women in front of their shop

TATU Adventures

TATU Adventures, our responsible tourism branch, continues to grow and provide an important source of income for TATU's various initiatives.

A major achievement for TATU Adventures in 2015 was the establishment of new partnerships. We are now successfully working with another local safari operator and two new guides for daytrips, who are eager to expand their skills and knowledge through the regular training sessions we provide. The four women from Kazi na Sala continue to be involved in our activities. They have developed a village tour and were given basic training in guiding and English language competence so that the exchange with visitors can be as direct and authentic as possible.



Picturesque scene of Zanzibar

Moreover, we expanded our product portfolio, adding beach destinations like Zanzibar and Pangani and explored new hotels and activities. Offering these popular holiday destinations and promoting them through TATU Adventures' own social media channels has also enabled us to reach a wider international clientele, which included travellers from Spain, France, Germany, Netherlands, Poland, USA and Canada this year.

All the profits are re-invested in our projects, which makes travelling with TATU Adventures an alternative way to contribute to our work.

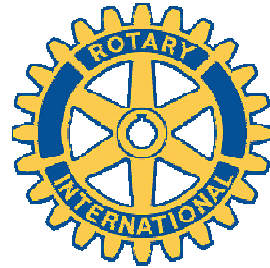
NEXT PLANS 2016-2017

Next year should concentrate on the following actions:

- △ The Women Empowerment program will see some progress:
 - A finished bike shop
 - A profitable wholesale shop with good management practices
 - More leadership trainings
 - WE Grow will be regular and stable
 - More loans will be handed out and managed by the group themselves
- △ The I4C Program will see the Kuku Project reach profitability by end of 2016
- △ A second solar powered well will be built and connected to the biggest, main primary school in the community as well as the only dispensary of the whole area
- △ Officialising the TATU land with its first tree planting activity
- △ First reports from the implementation of the new M&E system
- △ Implementation of a new financial system
- △ Potential development of new partnerships, especially in the areas of education and water
- △ Development of TATU Network
- △ Implementation of a long-term fundraising strategy
- △ Developing our market for travel packages

PARTNERS

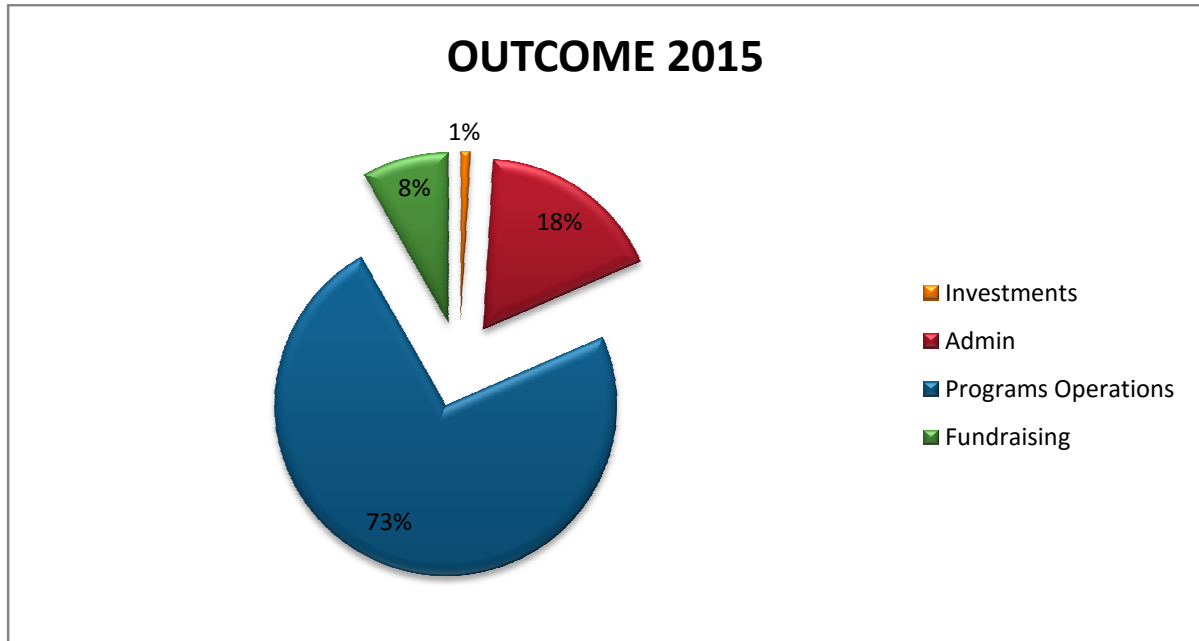
We thank all of our partner for their generous support:



BUDGET

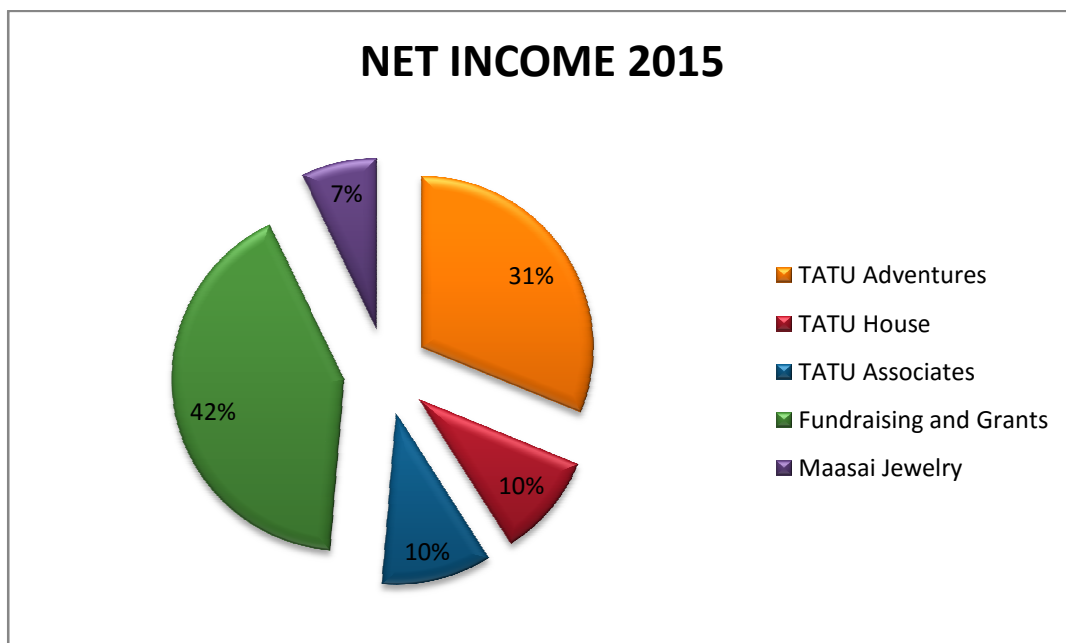
Outcome

And now the chart showing where the money was used in 2015.



Income

Here is a chart showing where our funding came from in the year 2015



Please note that ALL the money is re-invested IN TANZANIA.

CONTACT

For any more questions and information, or if you want to *get involved*, do not hesitate to contact us directly: info@tatuproject.org



We are looking forward to the future and invite you to keep following us on our super active social medias:

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Twitter: <https://twitter.com/TatuProject>

Blog: <http://tatuproject.tumblr.com/>

You can also visit our website:

Web: www.tatuproject.org



AHSANTE SANA

Thank you for your interest, let's move forward together in this new exciting year!