

*Maji Safi Group*

**Annual Report 2016**





## Dear Friends of Maji Safi Group,

I am water, and I am life. Humans need me in my cleanest form, and I am a prerequisite for other human rights. Women in sub-Saharan Africa spend a total of 40 billion hours a year walking and carrying me to survive. I am a water drop, and my name is Toni.

You might have seen me at the 2016 Shirati's Got Talent event with thousands of my friends or in online pictures teaching children how to stay healthy and reach their full potential. My community in Tanzania knows that

I am part of the Maji Safi Group (MSG) team that has passionately been fighting water-related diseases since 2012. This road has often been rough, rocky and challenging, but MSG's lively team spirit and love for the communities we serve have helped us create a community-driven model for preventing disease in rural Africa.

In 2016, Maji Safi Group had its biggest year yet! We now have 20 Community Health Educators (CHEs), and their ability to teach interactive Water, Sanitation

and Hygiene (WASH) education gets stronger every day. This year alone, our CHEs directly taught **73,000** residents lifesaving education, including over **20,000** students. While we are one of the first organizations Tanzanian government officials call when there is a public health emergency, our fight to prevent disease and empower people to lead healthier lives happens every day. The continued enthusiasm for Maji Safi Group's cost-effective, interactive and lifesaving education humbles our team and has a little water drop like me wondering how far and how fast our movement can grow.

The global WASH crisis is immense, and we continue to work on finding innovative solutions every day. The road to improving global health for all will continue to be rough, rocky and challenging, but by listening closely to communities' needs and building their capacities, we can solve the crisis. Thank you to all of our participants and supporters who contributed to our successes in 2016, and let us make 2017 even better!

Sincerely,  
Toni and the Maji Safi Group Team

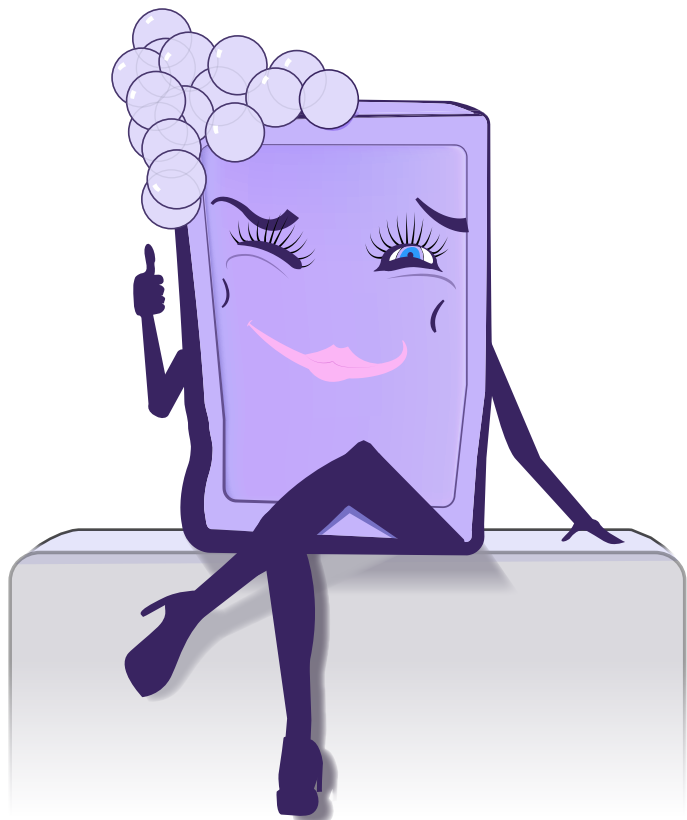


# Maji Safi's Hygiene Heroes



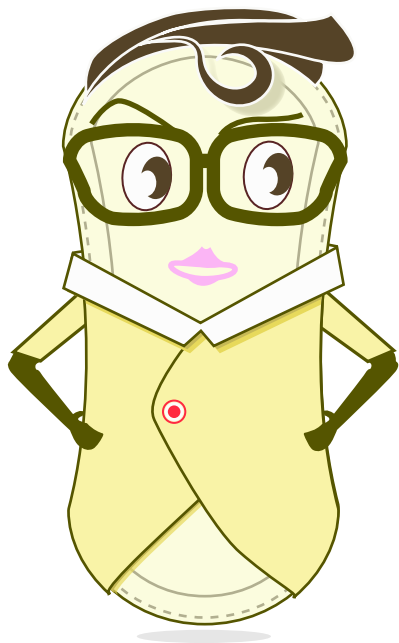
## Toni

Toni is a strong and very wise leader who represents both water and good health. Toni is clean, but knows gazillions of water drops who are not. Toni is extremely sociable, relies on friends to stay clean and loves to teach people about good personal and public health.



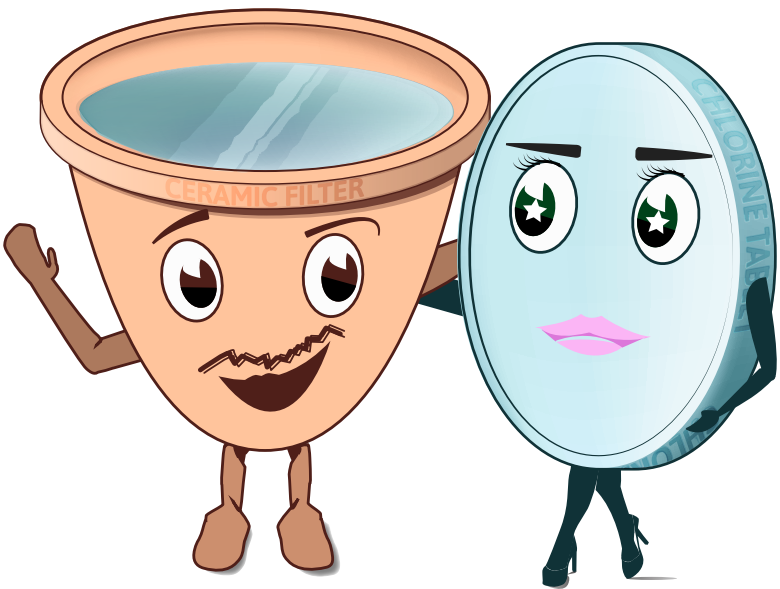
## Soapy Bubbles

Soapy Bubbles is a beautiful lady who is always clean, smells great, and has a delightfully sassy personality. She loves teaching her friends about the importance of soap in all the different hygienic habits. She is very economical, hates to be forgotten, and loves hanging out with Toni the Water Drop.



## Confident Hedhi

Confident Hedhi is a charismatic, very vocal and eclectic young woman who stands up for her beliefs. Her passion is to break the silence and end taboos and rumors about menstrual hygiene. People associate her with success and being well informed. She loves to empower girls and women to find their inner voice and overtly fight for the right to reach their full potential.



## MR. FILTER & MRS. TREATMENT

Mr. Filter and Mrs. Treatment – sweethearts since college – enjoy each other's company and always work in tandem. Together, this old married couple demonstrates the two vital steps to clean and safe water. Mr. Filter takes the lead, and Mrs. Treatment finishes the job and makes sure it is done right.



## Yakudumu

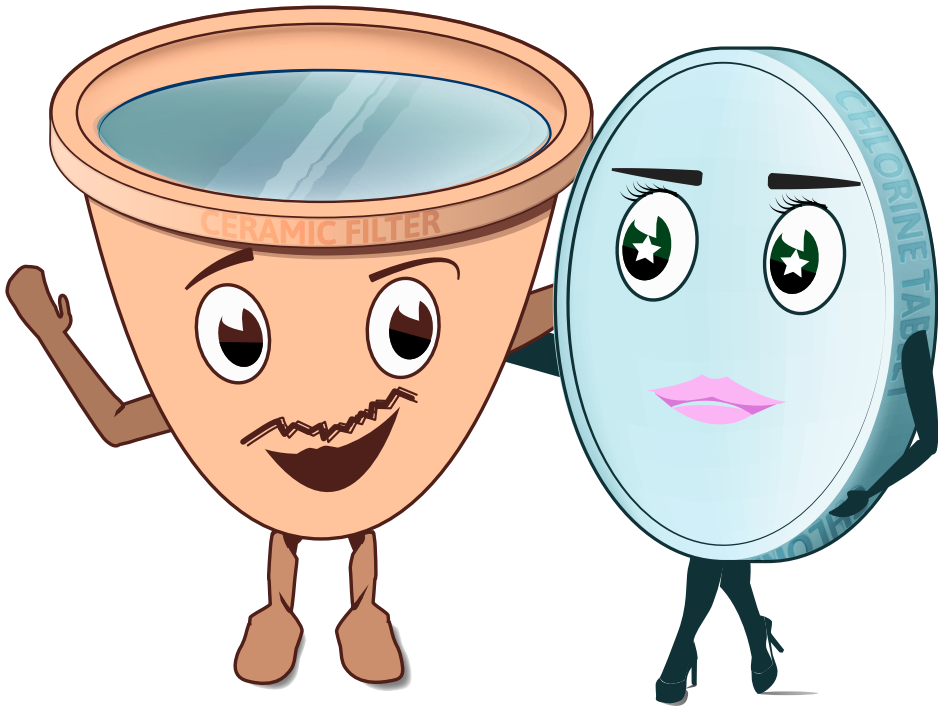
Yakudumu the Bucket is a quiet, but confident chap. He does not make a whole lot of noise, but his job is very important. He stores and keeps water clean for a long time and uses his tap to keep dirty hands away to stop disease transmission routes.

# Highlights



You know how old married couples chat and reminisce. The other day, we realized that if you look at our many years of marriage, 2016 was probably the year we met the most people. Since joining the MSG team, we have been astounded by the high level of community participation in the programs and the staff's passionate dedication to

improving community health. At dozens of interactive community events, we meet so many nice, polite and competent people who are truly interested in learning how to improve their families' health. While extraordinary teaching moments happen every day at Maji Safi Group, here are the highlights from 2016.



## January

February  
October  
November

- MSG spent four months fighting cholera outbreaks with the government and WHO in three different districts. As an integral part of the responses, we taught at 38 different schools, reaching over 20,000 students.



## March

- On International Women's Day, MSG was busy teaching mothers and daughters about menstrual hygiene management (MHM) and handing out AfriPads – reusable menstrual hygiene products.



## April

- Secondary school girls exhibited their athletic prowess, MHM knowledge and competitive spirit in this year's Maji Safi Cup netball tournament that attracted and entertained over 450 local spectators.



## May

- The second annual Shirati Wanavipaji (Shirati's Got Talent) reached new heights in 2016, reaching over 3,000 community members during three shows. This year's winner was Endo P!



## July

August

- MSG tested and treated 5,160 people for water-related diseases and found that MSG program participants had a lower disease prevalence rate than non-participants.



## November

- The Boulder High School a cappella group High Altitude and the Banshee Tree band highlighted a day of fun and music at MSG's first annual fundraising event at eTown Hall in Boulder.







My soapy self knows how economical I am and how effective I am at preventing disease. People all over the world use me to clean their hands, their houses, their clothes, even their private parts to stay healthy. Put it this way, I keep bacteria up at night. According to the World Health Organization, every \$1 invested in water and sanitation provides a \$4 economic return, thus highlighting the importance of teaching

people how to make the rational decision to spend money to prevent disease. I would like to share some figures and growth indicators with you, but please remember that they are much more than graphs and numbers on a page. They represent the lives that we are positively influencing together and the futures our collaboration is creating!



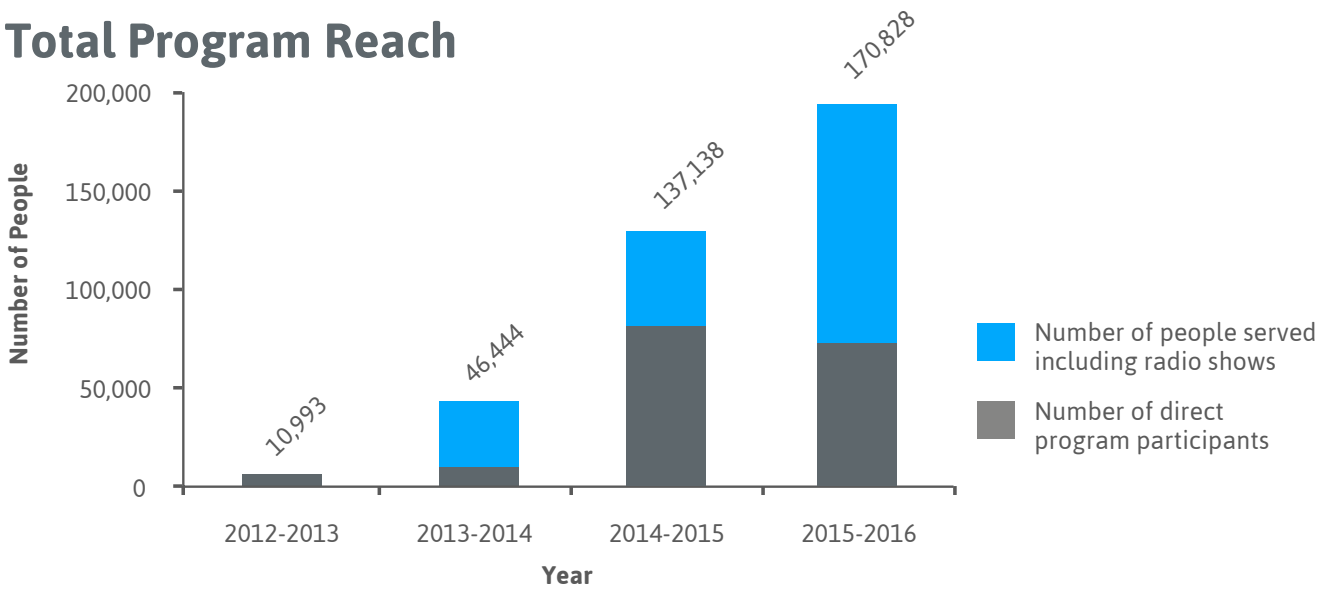
In 2016:

 **170,828** People served with radio shows

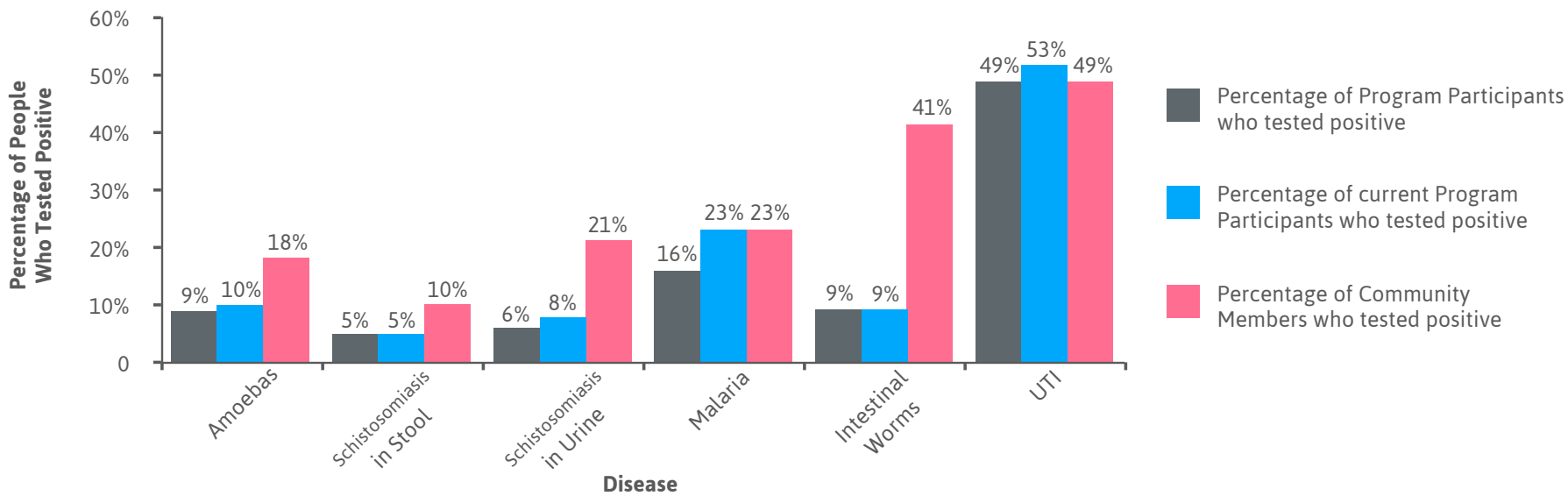
 **72,828** People taught directly

 **12,360** WASH lessons taught

Total Program Reach



2016 Health Screening Disease Rates



 **35** Full-time staff members

 **28** WASH-related radio shows

 **14** Programs





## New Community Health Educators

(From left to right: Hezbon, Caroline, Grace, Magdalena, Rosa, Rebeca, Hellen)



**I**n 2016, seven new Community Health Educators (CHEs) joined our team, all with a strong passion for teaching their communities how to prevent disease. Over 75% of MSG's staff is female, and women hold four of our five management positions. We go against the norm in rural Africa by providing quality employment with social security and health insurance benefits to all our employees. Here is my friend Rosa's journey to joining MSG's staff.

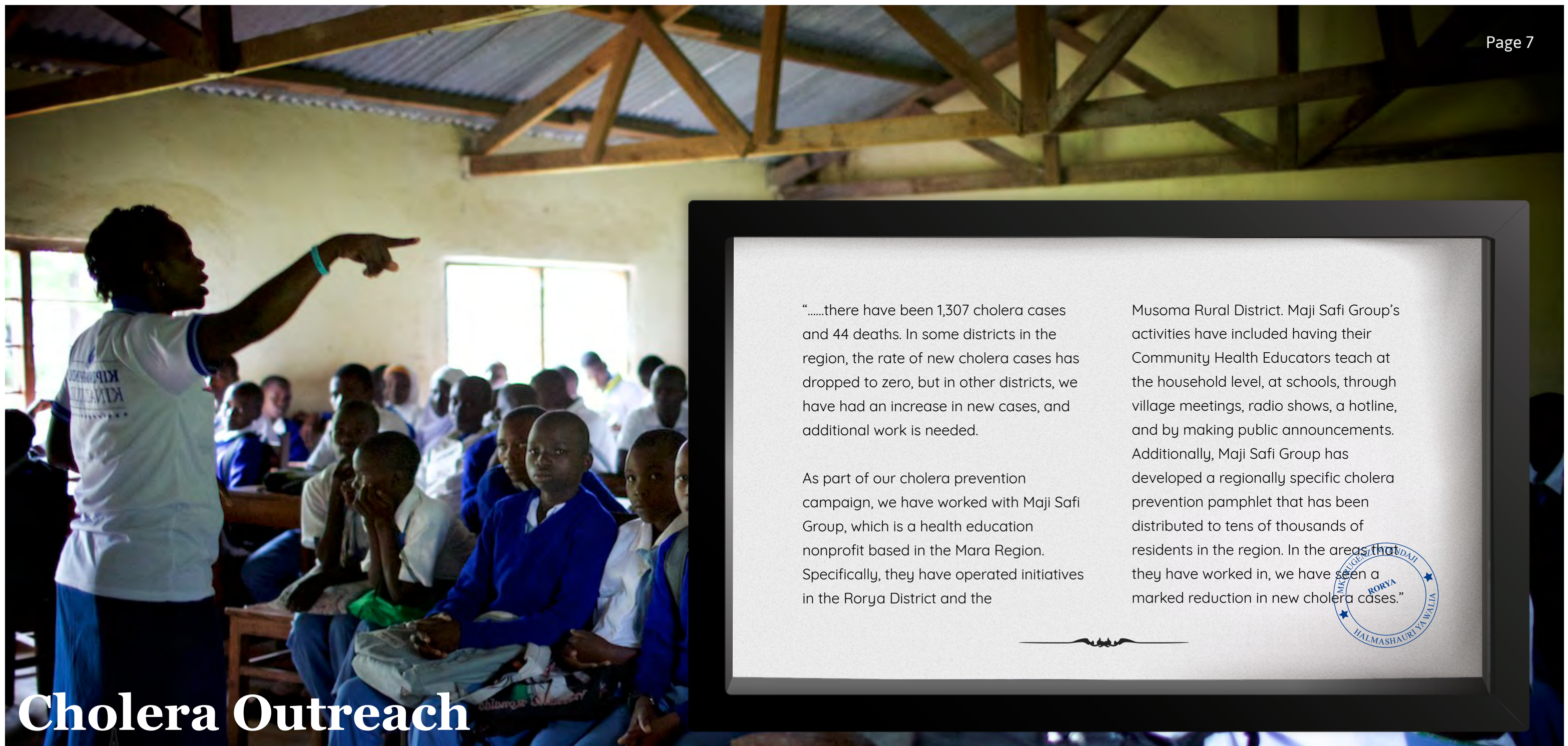
"My name is Rosa, and I am the third child in a family of six from Kironwe, Tanzania. I was born in 1996 and raised by my grandma. After finishing secondary school, I could not continue my dream of becoming a health worker due to the inability to pay school fees, so I moved back to Shirati to help my family farm. Then I found MSG!

I am thrilled to work with MSG as a Community Health Educator. Continuing to

work in the WASH field allows me to fulfill my dream of being a health worker and developing my skills. Teaching health education is so interesting, especially teaching girls about hygiene and the different ways they can prevent early marriage and dropping out of school, thereby improving their lives. MSG is doing great work for Tanzanians and helps me both financially and morally."

**"I understand the importance of keeping the environment clean and saving money by preventing rather than treating disease."** - Rosa



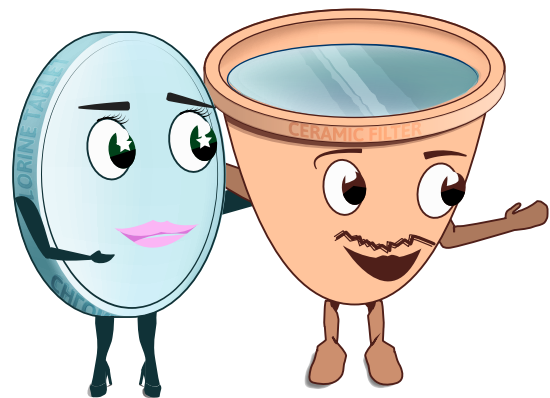


## Cholera Outreach

“.....there have been 1,307 cholera cases and 44 deaths. In some districts in the region, the rate of new cholera cases has dropped to zero, but in other districts, we have had an increase in new cases, and additional work is needed.

As part of our cholera prevention campaign, we have worked with Maji Safi Group, which is a health education nonprofit based in the Mara Region. Specifically, they have operated initiatives in the Rorya District and the

Musoma Rural District. Maji Safi Group’s activities have included having their Community Health Educators teach at the household level, at schools, through village meetings, radio shows, a hotline, and by making public announcements. Additionally, Maji Safi Group has developed a regionally specific cholera prevention pamphlet that has been distributed to tens of thousands of residents in the region. In the areas that they have worked in, we have seen a marked reduction in new cholera cases.”



**W**e are never busier than during emergency disease outbreaks when our capacity as one of the leading public health organizations is in demand around the Mara Region. Our disease prevention team shifts into a higher gear to meet the increased demand for our interactive WASH education. Whether it is teaching at a school, making public announcements at village centers, or working with community leaders to teach at village meetings, our CHEs teach people what to

do and how to prevent this fecal-oral disease that spreads with lightning speed. Our steadfast commitment to providing health education services to vulnerable populations makes disrupting our normal programs during disease outbreaks worthwhile. The government knows we are here to serve Tanzanian citizens to our fullest ability. And guess what – they really appreciate us! Check out this letter the Regional Health Officer wrote us!

**\* 41,700** people taught during region-wide cholera outbreaks

- ➔ **22,200** students reached from **38** different schools
- ➔ **15,000** people taught through announcements
- ➔ **4,500** people taught during home visits



“It was Saturday afternoon when I heard someone knocking on my door. It was my friend Bahati Nicholow, who came to invite me to attend Female Hygiene Club at Maji Safi Group’s office. I was curious to know more details, and she described it as a place where women and girls could freely discuss reproductive health, menstruation and staying clean during that time of the month. I became interested and came along. At Maji Safi Group’s office, I saw right away that the key speakers were Lillian, Judith and Linda, who are MSG Community Health Educators. They taught us about female puberty through lectures and drawings, clarifying major symptoms and signs of female maturity. Later, we had refreshments and chanted our slogan, “Together we can!”

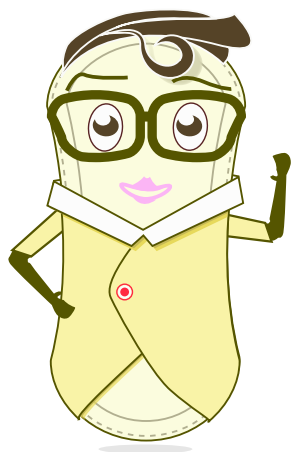
The following Saturday, Bahati came to pick me up again. This time, I was hesitant to go because I had started my menstrual cycle the day before, and I usually experience bloodstains on my

clothes. “Oh no, we have to go,” Bahati insisted. **“A clean cotton cloth will be sufficient to avoid bloodstains.”** I took her advice, and we quietly left as I usually feel too shy to discuss menstruation with my mother. When we arrived, I shared my menstrual experience with Community Health Educator Madam Judith. She provided me with reusable sanitary pads (AfriPads) and taught me how to use them. When I had learned, I became confident, and I decided it would be good to tell my mother about this.

Later in the year, I was able to participate in the Miss Maji Safi contest, and MSG’s Community Health Educators currently teach female hygiene once in a week at my school. I now have sufficient knowledge and skills to manage menstruation and understand female reproductive health, and I share this knowledge with my peers. My heartfelt gratitude goes to Maji Safi Group for coming up with this special program for females in Shirati! ”



## Female Hygiene



Every day, I tell women and girls to speak their mind, and I sure speak mine. The silence that surrounds menstruation and the way it prevents young African women from reaching their full potential is perhaps my biggest frustration. It simply needs to go! Since 2013, when Maji Safi Group started its Female Hygiene Program, we have seen more and more participants each year, and 2016 was huge. MSG’s Community Health Educators teach

“Since 2013, when Maji Safi Group started its Female Hygiene Program, we have seen more and more participants each year, and 2016 was huge.”

menstrual hygiene management (MHM) and reproductive health with great humor and ingenuity in schools and at events. Many girls

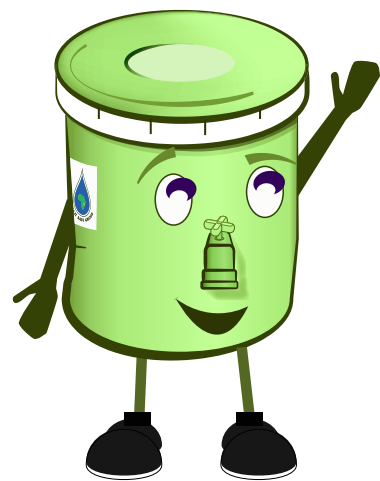
and women in Shirati now walk tall with new knowledge and comfortable feminine pads. In MSG’s Female Hygiene Program, we treat every girl’s story with the respect it deserves, as it is both important and unique. One particular story has been stuck in my mind for some time, so I wanted to share it with you.







## Singing and Dance



**I** hang out at Maji Safi Group's office and meet lots of people when they come to wash their hands and learn about me. Some of my closest friends are in MSG's Singing and Dance Program. Many of them have been coming to learn with us for several years, so even a low-key guy like me has gotten to know these participants well and seen them become community change makers and leaders.

**“One of my good buddies is Stevini Philipo. He never misses a practice and absolutely loves singing, dancing and learning.”**

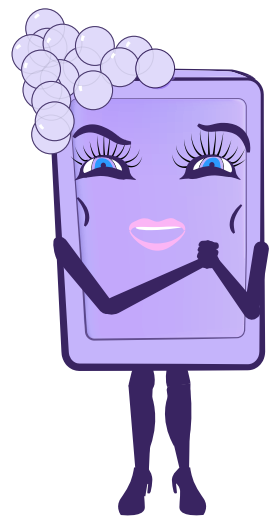
One of my good buddies is Stevini Philipo. He never misses a practice and absolutely loves singing, dancing and learning. It keeps him out of trouble, and the notebooks and pens he gets as

a reward for his participation make him extremely happy and encourage him to stay in school. The WASH education he has received has helped him get rid of schistosomiasis, whereas in the past, it was a chronic condition. After MSG's lessons and explaining schistosomiasis to his mom, he can now prevent it. Another one of my close friends is Rozy. She is very happy she has recovered from having ringworm.

Rozy and Stevini are just examples of the 45 Singing and Dance Program participants who enjoyed this extracurricular activity in 2016 and used their education to improve their own and their families' health. Maji Safi Group believes in storing clean water in chaps like me and storing WASH knowledge in kids like Rozy and Stevini.



# Health Screenings



**I** take bubbling pride in measuring MSG's successes and impact through qualitative and quantitative measures. In 2016, our CHEs taught over 70,000 community members interactive WASH lessons with 85% of the participants indicating they would commit to changing their

“ In 2016, our CHEs taught over **70,000** community members. ”

WASH behaviors at home. Due to MSG's successes and impact, the Tanzanian government seeks MSG's assistance with outreach, disease outbreaks, and health screenings.

In 2016, our Health Screening Program grew to 5,160 participants – 2,100 more than last year! With support from the government, this program continues to be an important public service and a large incentive for community

members to get involved with MSG. We use the data from our health screenings to compare water-related disease rates among MSG program participants to those of community members who have not participated in MSG programs. Results from this year's health screenings indicated that MSG program participants had lower disease prevalence rates than non-participants.

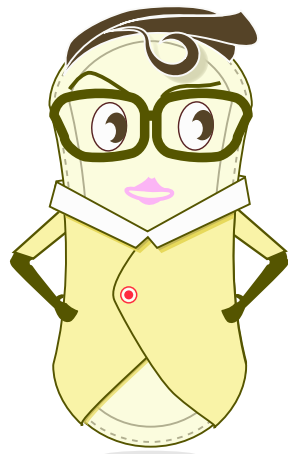
From 2015 to 2016, overall community disease

rates dropped 4%. MSG is thus starting to see evidence that WASH lessons and health interventions improve the lives of MSG program participants and make an impact on their community's public health. Although these positive data are encouraging, this needs to be a 3-5 year longitudinal study in order to prove the effectiveness of our Community Health Educator model in changing behaviors and preventing disease. But so far, so good!





## From Practicum Student to Program Manager



**I** first met Dorothy Ochieng in Tanzania in 2015 when she was a public health student from Washington University in St. Louis. Dorothy is really cool, speaks Luo, and helped MSG start our Health Screening Program. Like many of our practicum students, Dorothy stayed interested in MSG. She wrote her thesis using data from our first health screenings and returned to Tanzania to volunteer with MSG in 2016.

While Dorothy was volunteering, MSG received funding from our Swiss partner INTERTEAM to expand our existing Female Hygiene Program to more schools, do menstrual hygiene market

“Dorothy signed on to become the Female Hygiene Program Manager and grew the program to reach **831** young women at four schools. ”

research, and pilot reusable pad designs. Dorothy signed on to become the Female Hygiene Program Manager and grew the program to reach 831 young women at four schools. Together, we engaged a more diverse population by working in secondary schools and reaching 1,500 people during four events by involving our participants' mothers in communal meals.

I am excited to grow our Female Hygiene Program with Dorothy in 2017. Under Dorothy's leadership, we will continue to teach good menstrual hygiene management (MHM) lessons, so young women can succeed in school and reach their full potential. This program has already made great strides to erase stigmas around menstruation in the communities we serve, and we look forward to having our female voices heard from even farther away.





## Maji Safi Group in the U.S.



I woke up on November 13, 2016 with great anticipation and excitement. The day for our eTown Hall event in Boulder, Colorado, had finally arrived, and it did not disappoint! The afternoon show was a pay-as-you-can family event that featured a display of young talent, including rope jumping, juggling, magic, and Boulder High's a cappella group, who sang the Tanzanian national anthem and the MSG song Mazingira (Environment) in

Swahili. The afternoon audience also enjoyed treats baked by 'young global citizens' from Casey Middle School. Delicious food and drinks, entertaining fundraising games, and a live band jamming with eTown founder and famous bluegrass musician Nick Forster set a festive mood for the evening portion of the event.

Our work in the United States experienced significant growth in 2016. We sent more

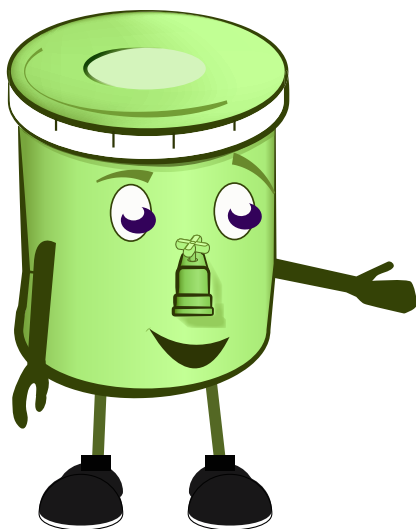
support to Tanzania than ever before and continued to build our community impact in Colorado. We once again had a successful Read-a-thon at Whittier International Elementary with 65 children reading to raise over \$8,000, and 20 women raised over \$50,000 from 120 donors in our annual Maji Safi Golf-a-thon.

Much to our delight, our fundraising results

from 2016 speak to the fact that we are a solid and growing grassroots organization!

“In total, MSG worked with 415 students in different capacities, and over 340 people learned about our work through presentations and tabling events.”

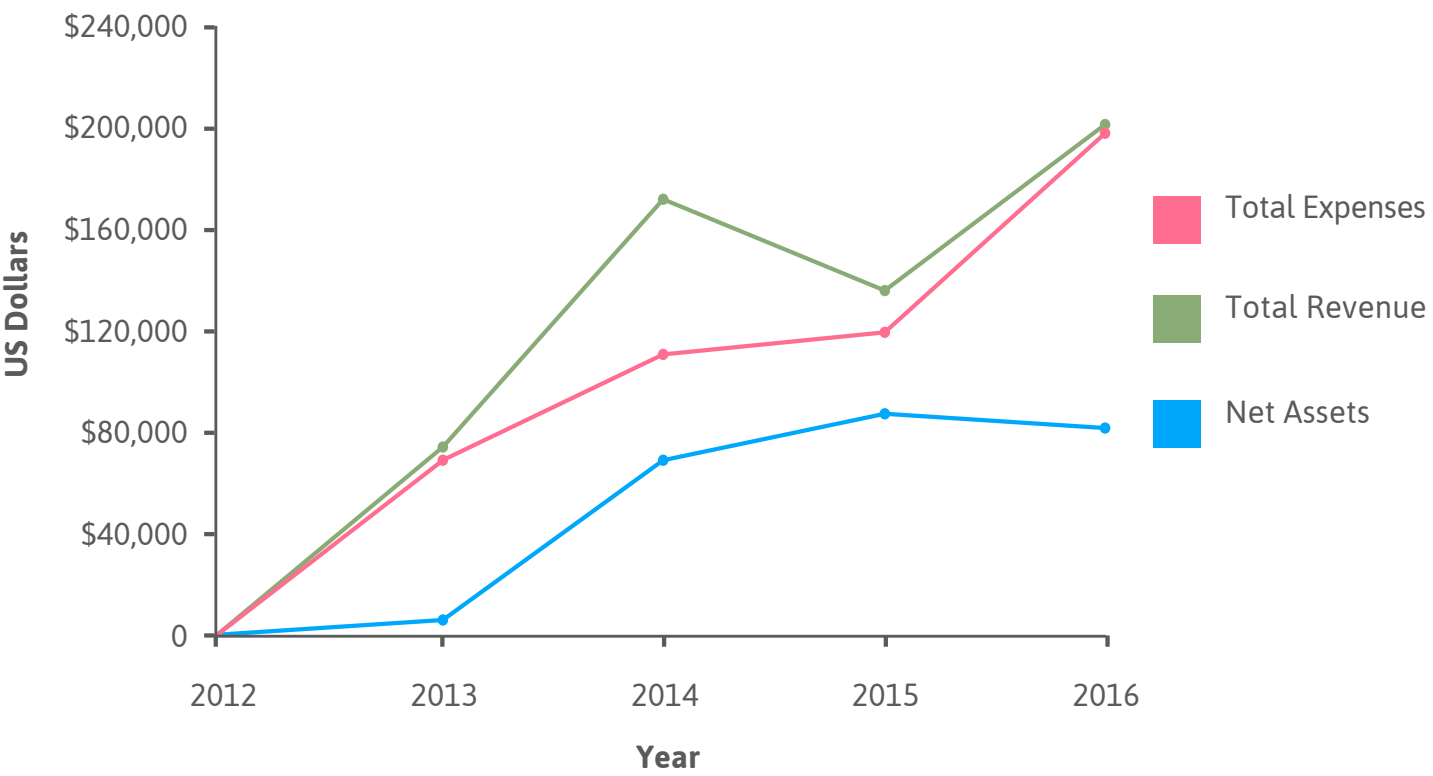




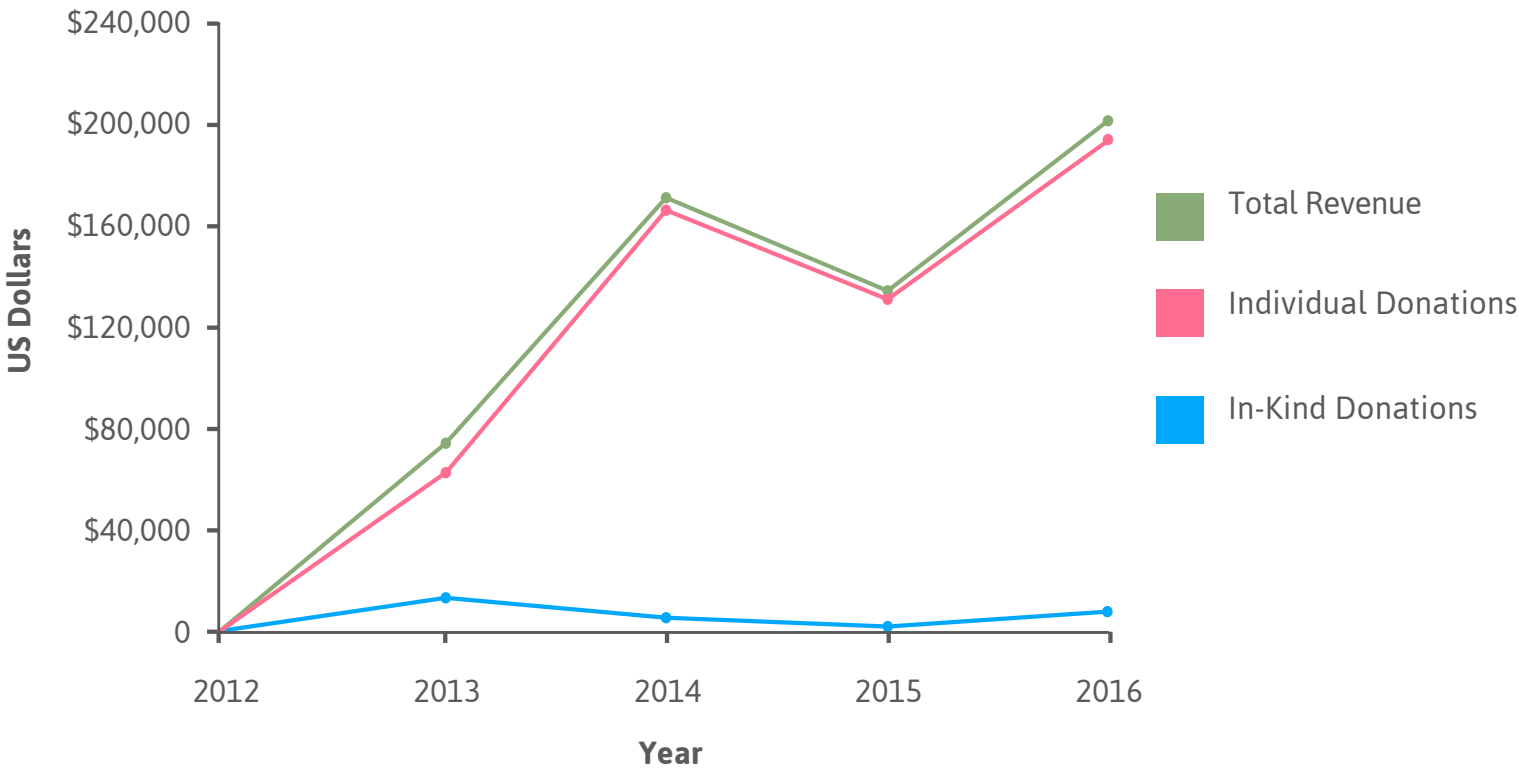
## Top 2016 Funders & Fundraisers

- 1. **\$53,251** Maji Safi Golf-a-thon
- 2. **\$40,000** Interteam and City of Zurich Grant
- 3. **\$10,000** First Foundation Grant
- 4. **\$9,500** Colorado Gives Day
- 5. **\$8,000** Whittier Read-a-thon

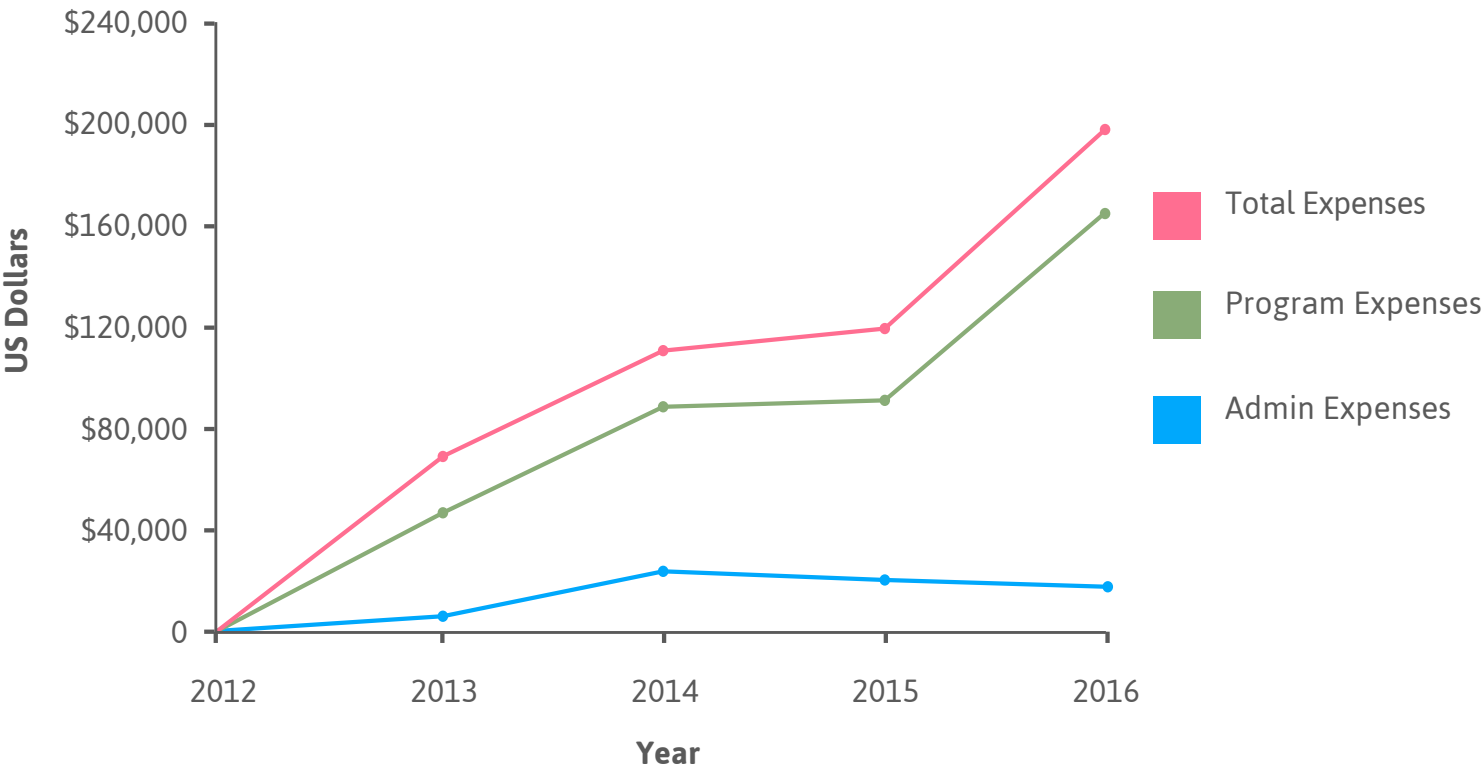
## 4 Year Financial Totals



## Revenue Over 4 Years



## Expenses Over 4 Years

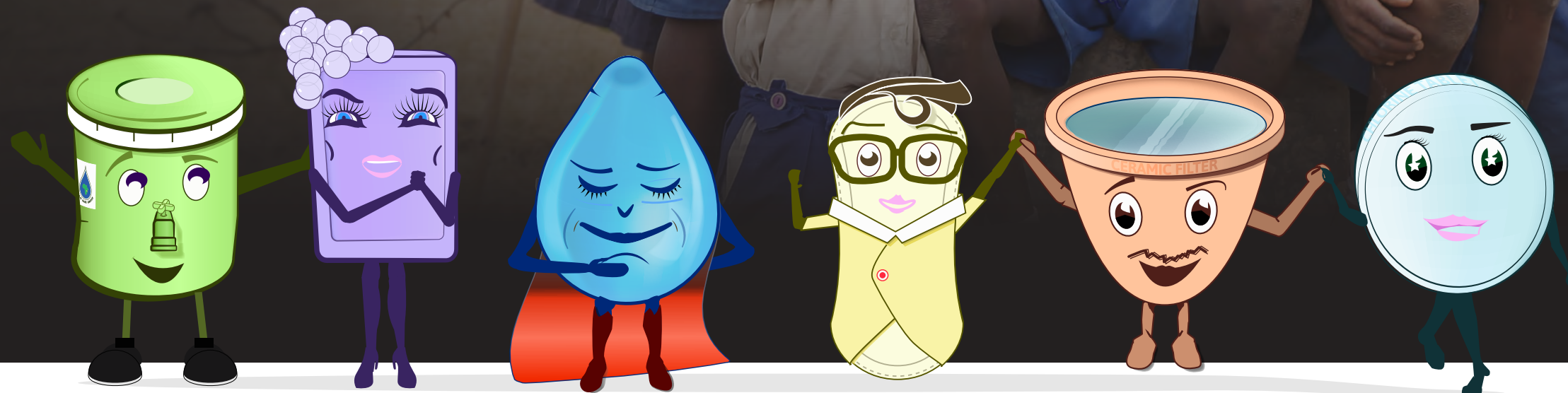




# Thank You!

As we continue to make Maji Safi Group grow and positively impact individual lives and the public health of the Mara Region, we want to recognize and thank our generous supporters. We would not be able to carry out our mission without your charitable contributions! As the people in the Mara Region continue to demand better sanitary and hygienic habits from themselves, each other, and their communities, it is important that we continue to support their efforts towards achieving the most fundamental human right: Maji Safi (Clean Water).

We invite newcomers, as well as our current supporters and volunteers, to get more involved with being part of the solution to the global WASH crisis. Join us in our journey to provide lifesaving disease prevention education and create a cycle of deep and lasting impact through quality, fun, and interactive WASH services!



Visit us at  
[www.majisafigroup.org](http://www.majisafigroup.org)  
or contact us at  
[info@majisafigroup.org](mailto:info@majisafigroup.org)