



onwards and upwards  
annual report 2014



Community Health Worker, Merceciana Kenedy  
ready for Global Handwashing Day.

Dear Friends of Maji Safi Group,

Feet danced, voices sang, latrines were built, hands were washed, chlorine tablets purified water – with your support, these were some of Maji Safi Group's many accomplishments in 2014. Thanks to your generous support, we were able to continue our mission of bringing disease prevention and health education to impoverished rural communities while simultaneously empowering women and youth.

The entire MSG team worked tirelessly to turn our passion project into a professional organization with a focused vision and solid foundation. Through the challenges and successes of 2014, it became even more obvious that MSG is a team of incredibly caring and committed individuals who will not shy away from the challenges of community development work. The highs and lows of 2014 made the MSG team further embrace the immense opportunity we have to bring healthy change to some of the world's most vulnerable people.

Together with community stakeholders, MSG impacted approximately 25,000 Tanzanians through community-based disease prevention initiatives. Also in 2014, MSG worked to create a 5-year strategic plan to strengthen our current programs, registered as a Tanzanian Nonprofit LLC licensed to operate community programs, and improved our monitoring and evaluation processes. MSG is now serving more rural residents than ever before because our operations are more effective and efficient.

2014 was a year of growth and change in the US office as well. With a spirit of persistence, MSG received 501(c)3 tax exempt status from the IRS, welcomed four highly qualified professionals to our Board of Directors, created valuable partnerships with schools and universities in Colorado and St. Louis, and continued to greatly expand our donor base.

It is your continued interest in our mission and the communities we serve that allows us to follow our passion and work towards a healthier tomorrow for those in need. Maji Safi Group thanks you for a great 2014 and looks forward to an even more successful 2015.

Dance, sing, and promote WASH education with us in 2015!

Sincerely,

Emily Bull  
President

Erna Maj  
Board Chair

People served in 2014:

25,000  
In the Rorya District, Tanzania

WASH lessons taught in 2014:

1,500  
approximately

Number of Tanzanian programs in 2014:

9

Number of full-time employed  
Community Health Workers in 2014:

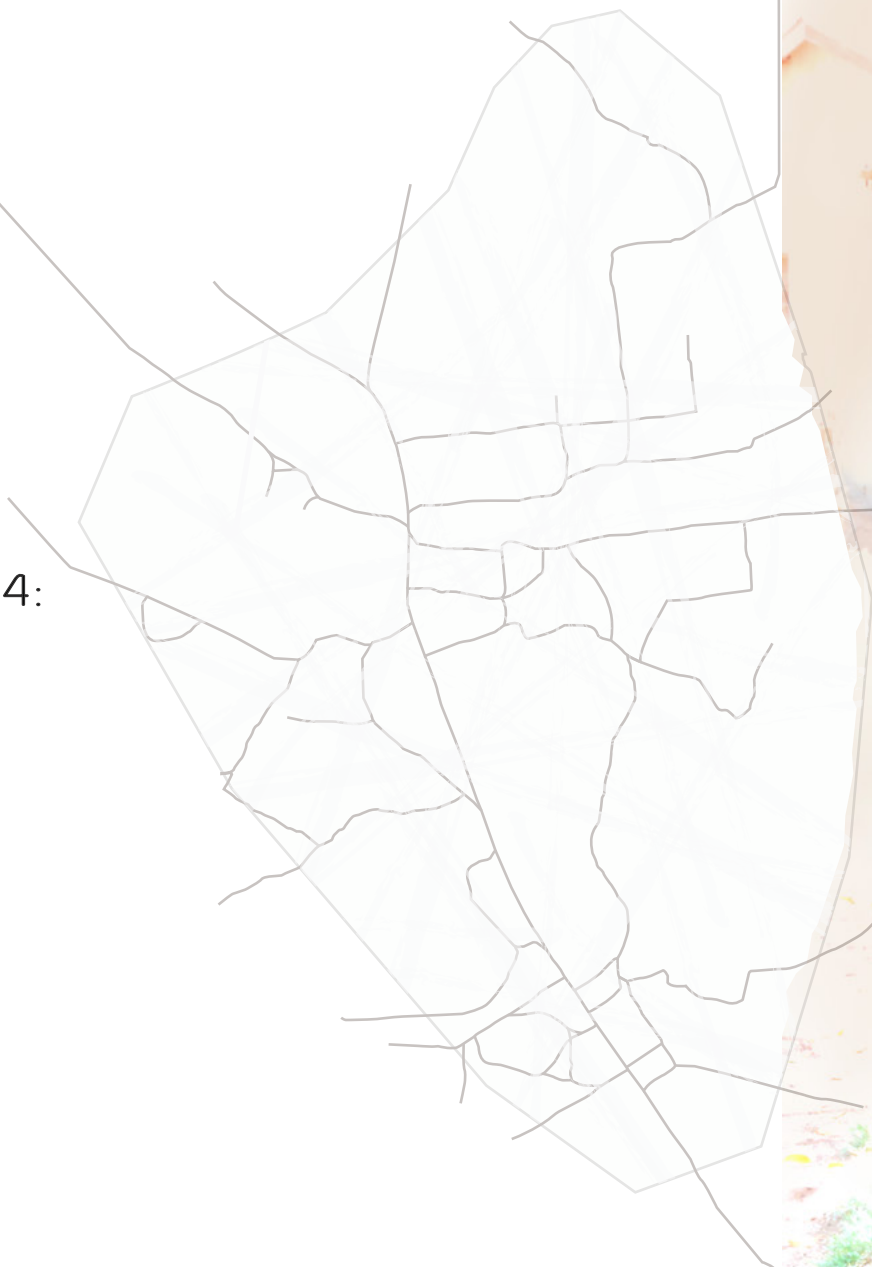
14

Number of donors in 2014:

225

Total amount raised in 2014:

\$176,707



Proper WASH behaviors are essential to  
child growth and cognitive development.

### Community Health through the Lens of Local Stakeholders

Sikujua Raphael started as an MSG community outreach volunteer. Throughout her training in Water, Sanitation and Hygiene (WASH), she demonstrated passion, dedication, and an excellent skill level in teaching fellow Tanzanians how to prevent WASH-related diseases. In 2014, Sikujua became MSG's fourteenth full-time Community Health Worker (CHW). With determination and vigor, she walks long distances or rides on her bike, provided by MSG, to help improve health in rural communities.

The MSG Community Health Workers are local community members trained by MSG to teach WASH lessons in their region; they use their intimate knowledge of the environment and culture to provide the most appropriate lessons possible. MSG programs are created and taught in a participatory manner, utilizing community stakeholders to develop preventative health initiatives through the lens of local residents' needs. Through our Community Health Workers' dedication, the concept of public health is now buzzing around Shirati!

In February, Sikujua gave birth to Maji Safi Group's newest member, a beautiful girl named Monica, who has a greater chance of being healthy because her mother is well versed in disease prevention education.

100%

of MSG CHWs have social security and health benefits

90%

of MSG CHWs have children

80%

of MSG's CHWs are rural Tanzanian women



Community Health Worker, Sikujua Raphael, working in MSG's After School Program.

Women Leading the Way to Clean Water

On the shores of Lake Victoria in the remote rural community of Shirati, Tanzania, women and children are responsible for walking long distances to collect water for their entire family. To make matters worse, 99% of the water sources in Shirati are unsafe to drink due to contamination with coliform bacteria and chemical pollutants. MSG knows that by teaching residents during their daily activities, our Community Health Workers can empower mothers and daughters with disease prevention education. This enables women to change their water, sanitation and hygiene (WASH) behaviors and start providing their families with 'Maji Safi' (clean water) and healthier lives.

*“I am really happy for your home visit because it gives us big changes, and I will try to improve in all the areas that I haven’t yet.”*

— Wiva, Home Visit Program participant

Wiva and other women who receive training are starting to use low-cost methods like chlorine tablets to treat their drinking water, and they understand the importance of hand washing. MSG’s WASH programs have enabled women to prevent diseases in their families.

295

families taught by MSG’s Home Visit Program  
about water treatment

in

13

villages

*“MSG should spread this education to all of Shirati because without health we cannot do work and reach our goals.” -- Mama Ema*

For generations, illness and death from preventable diseases have been an all too common reality for children in Shirati, Tanzania, where open defecation and poor waste management have led to contaminated water sources and unhygienic living conditions. Today, Maji Safi Group programs give children and youth, like Mary and Agrey, the opportunity to learn about the importance of personal hygiene, hand washing, water treatment, and proper toilet use, so they can avoid illness, stay in school, and participate fully in their communities.

Through MSG's After School Program, students like Agrey receive participatory WASH lessons that incorporate art, games, music, and cognitive skill development. He also learns how to prevent disease while showing his athletic prowess as goalkeeper during Maji Safi Cup matches -- all players must participate in WASH instruction prior to each game. MSG makes WASH education fun and accessible by creating extracurricular activities for youth, encouraging them to reach their full academic potential by being healthy and staying in school.

Young community leaders, such as Mary, are working their way towards a healthier tomorrow. Whether Mary is performing in front of hundreds of community members as part of MSG's Singing and Dance Group or leading her classmates in daily games, her leadership skills and self-confidence grow stronger every day as she learns to take ownership and pride in her own health.

1,366 from 6  
students were taught WASH lessons by  
MSG Community Health Workers primary schools

24  
participants are now performing dances,  
songs and skits about important WASH issues  
at community events as a result of the Singing  
and Dance Group

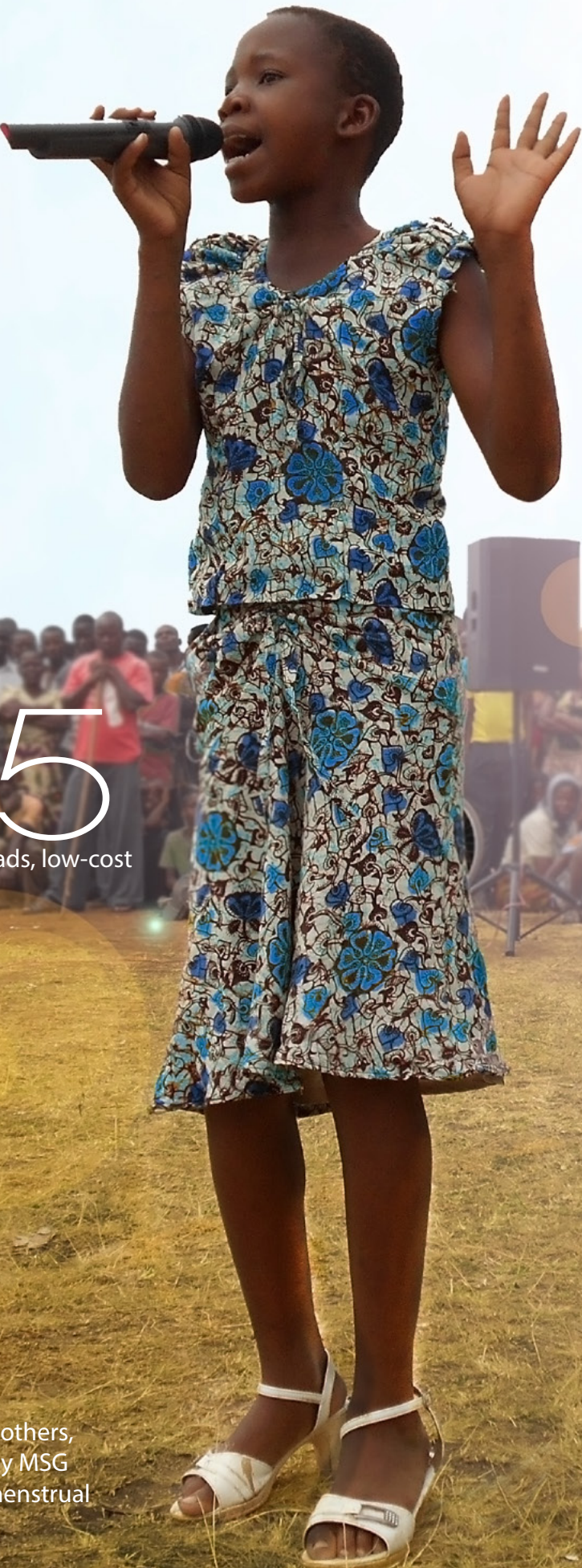
3,992  
residents and youths received lessons about WASH,  
sportsmanship, and respect for women during Maji  
Safi Cups.



Mary performing as part of  
MSG's singing and dance group.



Agrey punting the ball during a Maji Safi Cup.



102 165

participants are now in the Female Hygiene Program

women recieved AFRIpads, low-cost reusable sanitary pads

650

members from the Shirati community attended the Female Hygiene Program's showcase event, Miss Maji-Safi Day, and saw dances and skits about female hygiene and health

85

female hygiene participants and their mothers, aunts, and grandmothers were invited by MSG to dine and learn aobut AFRIpads and menstrual hygiene management

**Success through Female Hygiene Management**

For most young women in Shirati, puberty and menstruation are taboo subjects. Cultural stigma surrounding these topics makes educational tools and sanitary materials largely inaccessible. Often, young women are embarrassed to attend school while menstruating because they are afraid of being ridiculed for getting bloodstains on their skirts due to the lack of proper sanitary materials. In addition, most schools lack adequate toilet facilities and/or private places to attend to hygiene needs. Missing school during menstruation contributes to poor academic performance levels and high dropout rates for many young women. 65.5% of girls eligible to take the entry exam for secondary school in the Mara Region fail this important test because they are unable to reach their full academic potential.

In 2014, Maji Safi Group's Female Hygiene Program continued to be a safe place for young women to learn about menstrual hygiene management, gain access to sanitary pads, and experience female leadership and empowerment. The young women are no longer missing school during menstruation, so now they have a much better chance of succeeding academically. They have the ability to take ownership of their own health, practice good hygiene on a daily basis, and learn about disease prevention.

By standing in front of hundreds of community members at an MSG event singing her original song about lessons from the Female Hygiene Program, Joyce shows her beautiful transformation and suggests that education is overcoming cultural taboos. Joyce and her peers are proving that menstrual hygiene is already less stigmatized in Shirati.

Community Health Worker, Prisca Julius,  
answering WASH questions on Rorya FM.

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### Reaching an Entire Community

“Hand washing is the most cost-effective, easiest way to prevent disease in your daily life.” With great gusto, Community Health Worker Prisca Julius answered a crucial question about hand washing for the benefit of thousands of Rorya District community members listening to Maji Safi Group’s weekly radio program, a lively show filled with WASH information and songs. MSG believes that engaging community stakeholders from multiple sectors is important to solve complicated public health problems. Our weekly radio show is just one approach; Community Health Workers also teach WASH lessons in hospitals, local markets, women’s groups, fishing centers, shops, salons, and through MSG’s Health Hotline. By taking this multi-faceted approach to WASH education and providing learning tools for all literacy levels, MSG strives to make disease prevention information readily accessible to all.

183

hotline calls answered by  
Community Health Workers

802

hospital visitors reached at the  
Disease Prevention Center

17 that  
reached

community-wide events

9,580

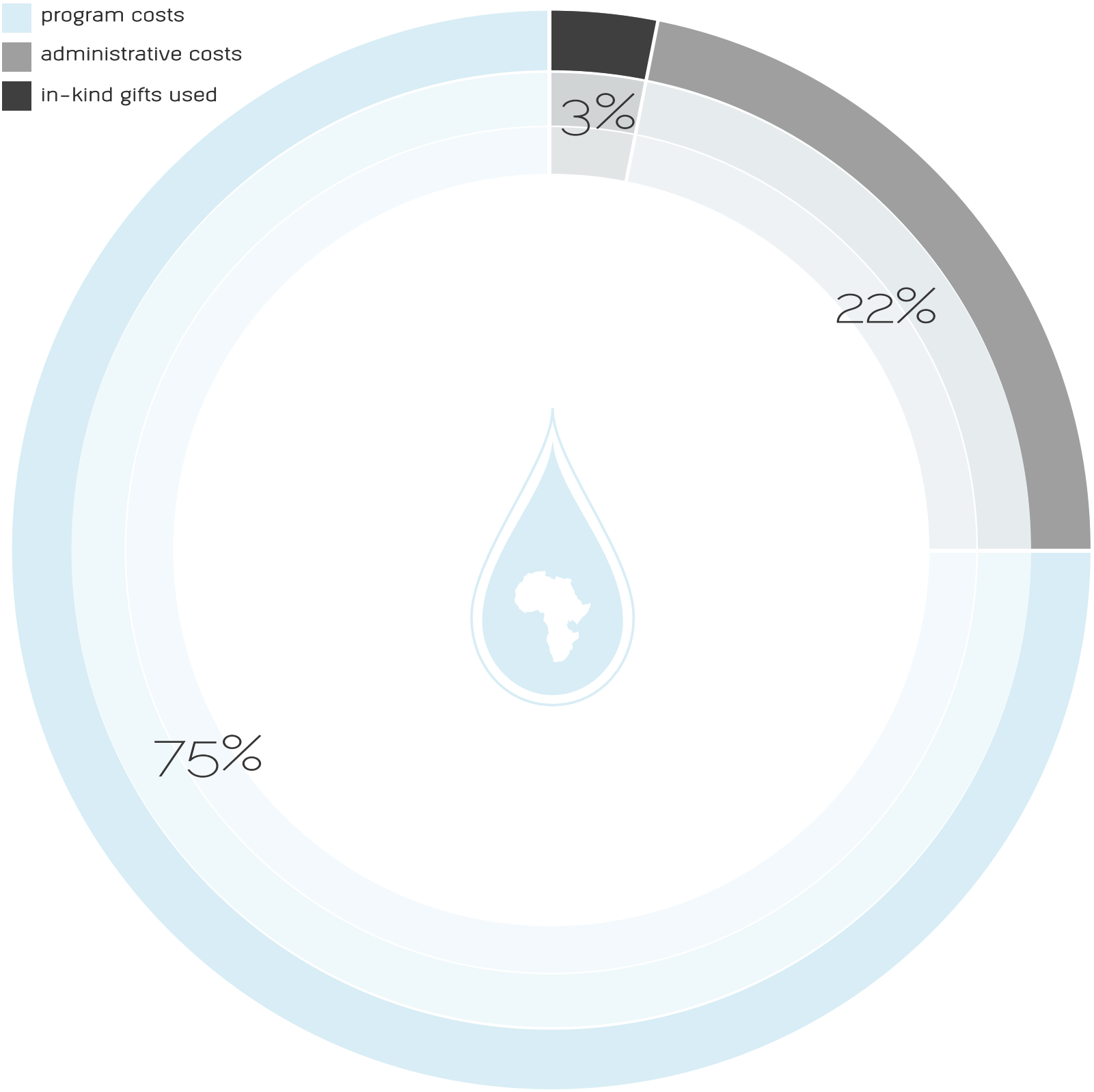
residents

9

radio shows aired, reaching  
tens of thousands of residents

*“I have liked using chlorine since I received a lesson from the Health Hotline, and I remember to treat my water, so I don’t get typhoid and bilharzia.” -- Ofisa Fundi:*

Net assets on January 1, 2014:	\$7,845	Net Assets
Total net assets gained during 2014:	\$60,253	
Net assets on December 31, 2014:	\$68,098	
In-kind gifts:	\$3,712	Net Revenue
Individuals and family foundations:	\$172,995	
Total revenue:	\$176,707	
In-kind gifts used:	\$3,712	Expenses
Program costs:	\$87,497	
Administrative costs:	\$25,245	
Total expenses:	\$116,454	



*“MSG should continue to spread this education to people in Shirati so people know, because if everyone prevents disease then there will be big changes in health and environmental cleanliness.” -- Adhiambo Salan*

**YOUR Support Is Key: Thank You!** As Maji Safi Group continues to grow and positively impact public health in the Shirati community, we want to recognize and thank our generous supporters. We would not be able to carry out our mission without your charitable contributions. As women and children continue to demand better sanitary and hygienic habits from themselves, each other, and their community, it is important that we continue to support their efforts towards achieving the most fundamental human right: MAJI SAFI (clean water).

Adam and Natelie Johnson  
Adam and Adrienne Nielsen  
Alex and Holly Markels  
Alex Duncan and Pauline Yaghiayan  
Alex Pujol  
Alexandra San Roman  
Alfred Roosevelt  
Alison Litchfield and Travis Robinson  
Alpha Brewing Company  
Amine Hajji  
Anders Hansen  
Andre and Julie Gauger  
Andrew and Iris Morse  
Anitta Frant and Richard Keep  
Anna and Stuart Kuzminsky  
Anne Lester and Scott Bruce  
Anne Marie Kaufman and Scott Perlov  
Anthony Greif and M.B. Lansing  
Anton Dworak  
Arnie and Penny Schaufler  
Augusta Forshay-Rothfeld  
Barbara and Kenneth Walker  
Barbara and Joshua Fendel  
Barbara and Steen Dyrmosé  
Barbara Silverman  
Ben Baer  
Ben Geesaman  
Benjamin and Jessica Kuhns  
Bettina Dempsey and Carl Desjardins  
Bonnie Reed and Stuart Schlossberg  
Brenda and Paul Lilly  
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Brinker International  
Bruce Pelz  
Bryan and Hope Ellis  
Byron Gross and Ricky Tovim  
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Carla Scanniello  
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Carrie and Neville Vere Nicoll  
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Claudia Steinberg and George Engelbrecht  
Colene and Don Van Winkle  
Colorado Gives Day - Incentative Fund

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Vandy and Jack Lange  
Vaughn Paul  
Wendy Milburn  
Whitney Doty  
William and Judy Erfling  
Zach Paul

**In-kind donations**

Ben and Jerry's  
Boulder Rock Club  
Chase Park Plaza  
Chipotle  
CineMark Century Theaters  
City Diner  
Cold Stone Creamery  
Color Me Mine  
Colorado Mountain Ranch  
Dierbergs  
Einstein Bros Bagels  
eTown  
Fabulous Fox Theater  
Five Star Burgers  
Gateway Park Fun Center  
Lazy Dog  
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Massage Envy  
Maurizio's Pizza  
Moolah  
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Plow sharing Crafts- St. Louis  
Rally Sport  
Rio Grande Mexican Restaurant  
Smoothie King  
The Denver Zoo  
Trader Joes

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Christoph Stulz  
Grace Goldstein  
Immaculee Kayitare  
Jackie Lucas Kalunguyeye  
Jonas Oxlund  
Kelly McDonnell  
Lily Roosevelt  
Maria Kenney  
Paul Horton

## Our Mission

Maji Safi Group's mission is to promote health and disease prevention in underserved and impoverished areas through holistic community empowerment and by working with local women and youth.



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