

2015

annual report



MAJISI SAFI GROUP

DEAR FRIENDS OF MAJI SAFI GROUP,

When thinking about Maji Safi Group (MSG), the word ‘robust’ comes to mind – probably because Tanzanians have described it to us that way. MSG’s model has been built around training and employing local women as full-time Community Health Workers (CHWs). They are their community’s dedicated public health leaders and advocates who have become catalysts for positive behavioral changes. Repeatedly, Maji Safi Group CHWs have proven that they are willing to tackle any WASH challenge – disease outbreaks, droughts, and economic depression.

Since May 2012, the MSG team has worked and learned closely together with the goal of improving public health in the Mara Region of Tanzania. With fun and culturally appropriate water, sanitation and hygiene (WASH) lessons, MSG continues to play an integral role in preventing disease in rural areas.

This past year, the MSG team helped fight two cholera outbreaks. During these trying times, MSG found that a lack of access to health education was the biggest barrier communities faced to protect their families. When a CHW comes to your doorstep and teaches you how to save your cholera-stricken child through oral rehydration therapy, trust is built. The community now requests MSG’s services more than ever because WASH education continues to be the most efficient and cost-effective way to prevent disease.

In the WASH sector, organizations often struggle to gain acceptance and community participation – making MSG’s growth in 2015 quite remarkable. In 2015, we taught over 15,000 inspiring WASH lessons; our CHWs increased the number of people they directly served with fun and interactive education by 33%, directly reaching over 35,000 people; we tested and treated 3,000 people for water-related diseases; and we strengthened our collaboration with Tanzanian government officials, receiving our first public funding in Tanzania and paving the way for systematic change. The MSG team also expanded its programs in the US and had over 50 new donors contribute to our inspiring movement towards a healthier tomorrow.


In Tanzania, they say that if you teach the women, you teach the community. Our amazing female change makers continue to do exactly that every day. As they put it themselves, “We, the Community Health Workers of Maji Safi Group, worked hard and put our heart and soul into preventing diseases in 2015. The environment of the communities where we work can be very harsh, so we ask you to please continue to support us in 2016, so we can reach Maji Safi Group’s goal of improving the health and livelihoods of rural Tanzanians.”

Sincerely,


Max Perel-Slater
Co-Founder


Bruce Maj Pelz
Co-Founder

Hellen Mwita
Programs Manager

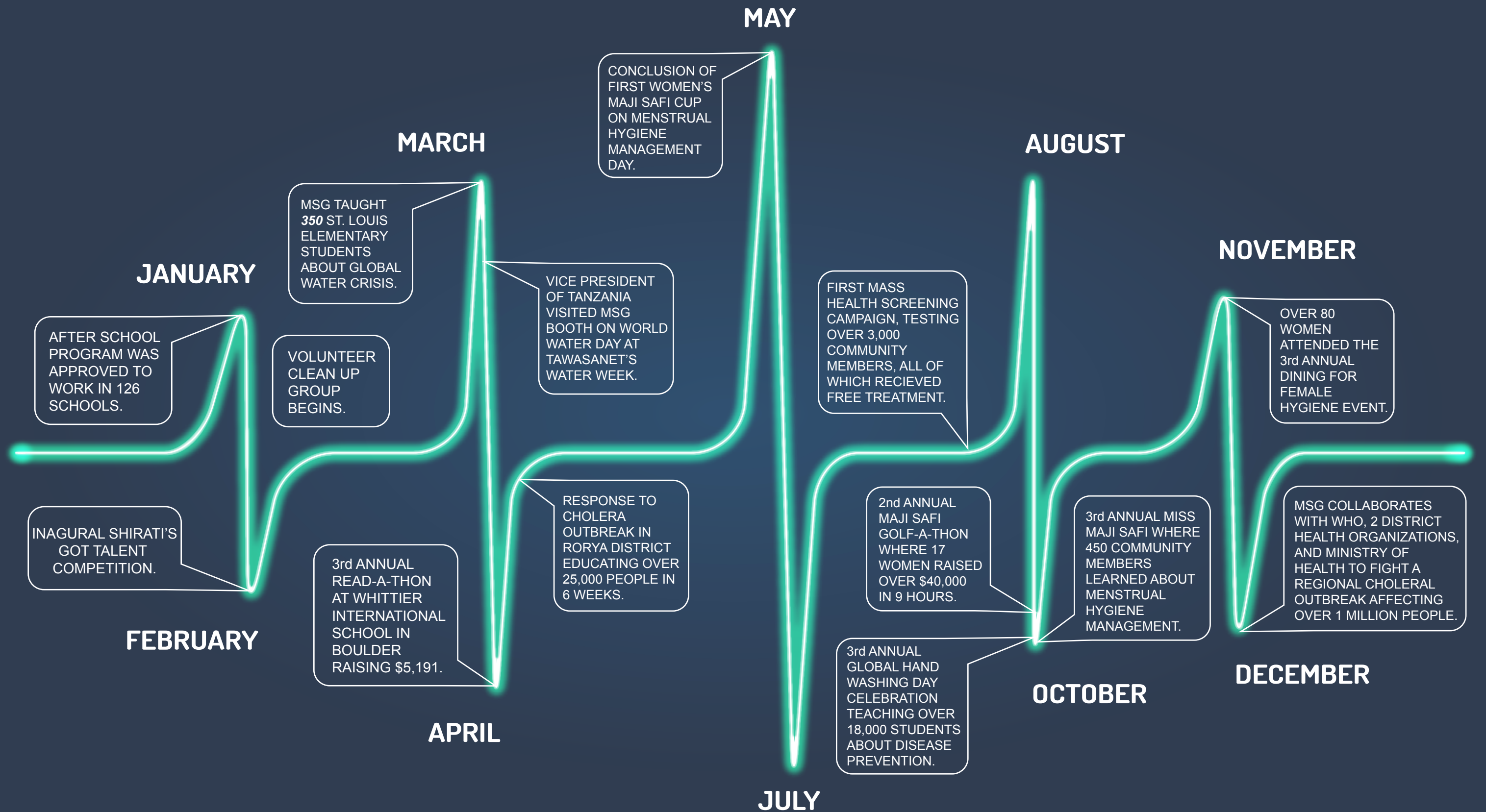

Erna Maj
Fundraising and
Outreach Coordinator


Emily Bull
Director of Operations



2015 TIMELINE

Ukomo



“According to the UN, involving women can make water projects 6-7 times more effective.”

Women in leadership positions are the way forward to creating change in the WASH sector. According to the UN, involving women can make water projects 6-7 times more effective. Since MSG was founded, it has been our core belief that women should take the lead in preventing water-related disease among impoverished and underserved populations. Therefore, **3 out of 4** of MSG’s full-time employees are women with steady employment and full social security and health insurance benefits. Additionally, **50%** of MSG’s board members are women, and we look for every opportunity to find strong-willed, intelligent women to be leaders in our organization.

In 2015, MSG’s new power duo started working in the Tanzanian office – Hellen Mwita, Program Manager, and Emily Bull, Director of Operations. Both of them are working hard to help improve public health and WASH issues in rural communities in Tanzania. Hellen and Emily complement each other’s skills, set an example of women in leadership, and encourage female empowerment in MSG’s office. With women leading the way, MSG believes in a healthier tomorrow.

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“In 2015, Aska helped the Disease Prevention Center reach 1,032 community residents and call/receive calls from 1,380 community members on the Hotline.”

Maji Safi Group's (MSG) Community Health Workers (CHWs), like Aska Magaga, are strong-willed, hardworking women, who exemplify our organization's belief in women's empowerment. Aska started her journey with MSG as a Home Visit Program participant. Fueled by the excitement of her newly learned knowledge, Aska soon thereafter started to volunteer with MSG. Her positive attitude and love for WASH earned her the position as our office receptionist. She did not stop there. Aska spent every day working beyond her job responsibilities. Her dream was to become a CHW.

When MSG responded to the first cholera outbreak in April, the opportunity to start working with our Disease Prevention Center and Hotline presented itself to Aska. She rose to the challenge and exceeded expectations. During the summer, Aska excelled once again while helping with our first Health Screening Campaign. In August, her dream came true! Aska is now a highly valued CHW and the Program Coordinator for the Hotline and Disease Prevention Center. On a daily basis, her positive and committed attitude continues to inspire the Shirati community.



“We visited 90 villages, reaching 2,382 households through home visits, 1,646 students at schools, 1,174 people at markets, 788 residents through our Disease Prevention Center and Hotline, and 35,000 community members during 10 radio shows.”

CHW Merciana Kennedy started working for MSG in October 2013. She began as a quiet employee interested in helping the community, but too shy to do it alone. Over the past couple of years, she has found her voice and honed in on her teaching skills.

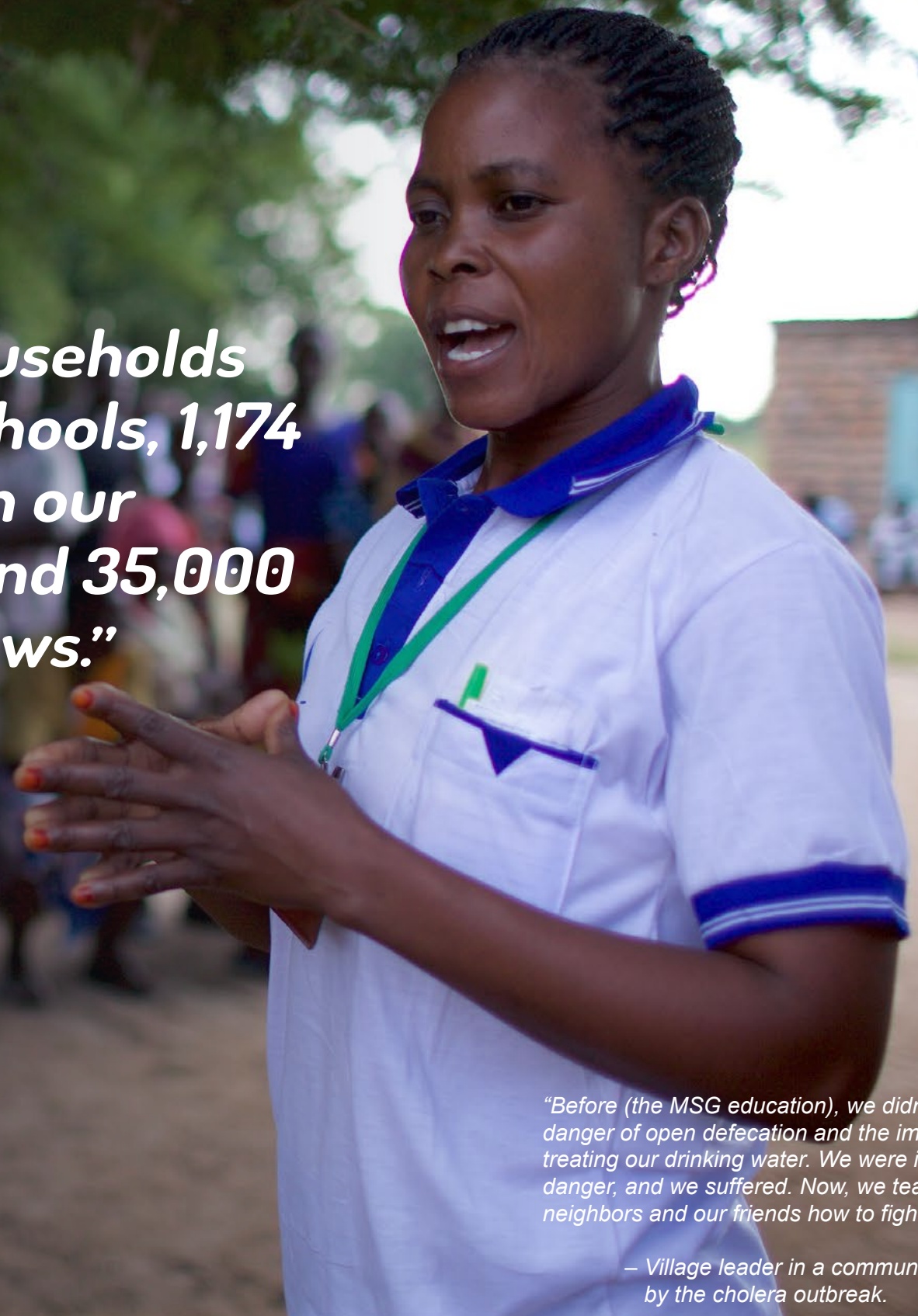
Merciana's true leadership capabilities came out this year during one of the most devastating cholera outbreaks the Rorya District has ever seen. Merciana sat with hundreds of worried families, teaching them about the nature of cholera, how to treat it, and most importantly, how to prevent it. Merciana showed her true strength in working with families, the community, and the government – so much so, that the other CHWs chose her as their CHW Leader of the year.

The families Merciana helped live in small Tanzanian villages and rely on unprotected and unsafe water to survive. Unbeknownst to them, it is this water that is making them sick. Only 7% of the community had ever received health education of any kind, resulting in untrue and dangerous rumors about the transmission of cholera. Many families kept their children out of school during this outbreak because they did not understand that they could protect themselves and prevent cholera from entering their home.

MSG's skill, composure, and dedication to educating underserved and impoverished communities about cholera earned our organization the respect of two District Offices, the Regional Health Office, and the World Health Organization.

“Before (the MSG education), we didn't know the danger of open defecation and the importance of treating our drinking water. We were in great danger, and we suffered. Now, we teach our neighbors and our friends how to fight cholera.”

– Village leader in a community ravaged by the cholera outbreak.





“MSG reached over 8,200 participants during 5 events while partnering with the Tanzanian Government.”

In March 2015, the Tanzanian Water and Sanitation Network (TaWaSaNet) selected MSG as its representative in the Mara Region. Our staff quickly gathered informative handouts, creative crafts, and demonstration materials to prepare for Tanzania’s National Water Week. For a week, the MSG booth’s colorful and informative decorations and signs attracted over 3,800 children, youths, and adults, who learned about the importance of using clean and safe water, new ways to prevent disease, and the services MSG provides in the Rorya District. As CHW Mwamvua Saba said, “I was very happy because I was able to see and learn many things that I didn’t know. Also, MSG became recognized by organizations that work with WASH, so this was a great success for MSG!”

On World Water Day, the vice president of Tanzania visited our booth and commented, “Your work is very important for the Tanzanian people and communities.”

Since then, the government and other NGOs have recognized MSG as a highly reputable organization known to fight preventable diseases and advocate for healthy lifestyles. In 2015, the government asked for our partnership and collaboration during regional cholera outbreaks, MSG’s first health screening campaign, the Day of the African Child, the National Torch (Mwenge) Celebration, Sanitation Week, World Toilet Day, and National Cleanup Days. In total, MSG reached over 8,200 participants during these events.

“In 2015, Atieno performed in front of 2,200 community members during 4 events to break the silence about menstruation.”

In Tanzania, puberty and menstrual hygiene management (MHM) have traditionally been taboo subjects, and most schools lack adequate toilet facilities for young women. Without access to proper sanitary materials and fearing ridicule for bloodstains on their skirts, many girls miss school during menstruation. But in Shirati, 175 Female Hygiene Program participants and 70 Singing and Dance Group participants use songs, dances, and skits to break cultural taboos, educate the community, and empower rural youth to be change makers. Atieno is one of them.

To be heard, one must first be seen. When Atieno is acting in character, she is able to challenge taboos about menstruation and early teen pregnancy from behind her shield of imagination. Strong-willed young women, like Atieno, instill confidence in others and promote understanding of MHM throughout the community. She is leading her community to change. In 2015, Atieno performed in front of 2,200 community members during 4 events to break the silence about menstruation!



“Michelle worked over 600 hours for MSG in Tanzania and Missouri.”



The passion for MSG’s work continues to spread in the US as we increase our impact in Colorado and beyond. Participatory development has always been one of MSG’s founding principles – for our programs in Tanzania and in the US. In Tanzania, the world’s most underserved and impoverished people are at the center of creating solutions to their own problems. In the US, people of all ages have the opportunity to work for social justice and be an active part of the solution to the global water, sanitation and hygiene (WASH) crisis.

In the US, MSG reached ‘young global citizens’ at every level of education with students as young as 6 and as old as 26. They learned about the global WASH crisis and participatory development, worked on service projects, and spread awareness in their communities. In Colorado, six students at Casey Middle School worked diligently to sell

homemade soap and design a crowdfunding campaign that raised \$800 to fund an ‘Arborloo’ pilot project, and at Whittier International Elementary School, 58 Read-a-thon participants read 750 books and raised over \$5,000. Master-level practicum student Michelle Dunajcik worked over 600 hours for MSG in Tanzania and Missouri and helped us raise \$1,500 for our programs.

Engaging people through participatory development creates a sense of ownership and a wish to facilitate change. By creating win-win situations that synchronize our efforts in the US and Tanzania, MSG helps create meaningful change within communities on both sides of the Atlantic. In Maji Safi Group, our donor money speaks twice!

“In 2015, MSG recorded 14 original songs in Swahili that promote healthy habits.”

Creativity and art spark human emotions that bring you closer to information, and that goes for teaching health as well. For MSG, making disease prevention fun has eased the process of getting communities to invest in their health.

Throughout MSG’s youth programs, our CHWs teach interactive WASH lessons in a safe, fun, and nurturing environment. Art, songs, games, puzzles, etc. encourage students to develop their creative and cognitive skills. This way, the things they need to learn become things they want to learn. By creating extracurricular activities that promote youth enrichment, MSG strives to foster the students’ talents and provide a stage for their informed voices to be heard.

In 2015, MSG hired Jakob Lucas, MSG’s first ever Community Art Coordinator (CAC). Jakob has brought a wide array of artistic skills to MSG and has become a catalyst for bringing out our CHWs and program participants’ artistic talent. Personally, Jakob has advanced from being a local artist to being a talented community educator who avidly promotes public health.

In 2015, MSG recorded **14 original songs** in Swahili that promote healthy habits, painted an **850-square-foot educational mural** on the hospital wall, held its **first talent competition** for the community, used recycled cardboard boxes to build a **4-foot water drop character** that teaches about water treatment – and most importantly, watched our young artists continue to grow their talents.

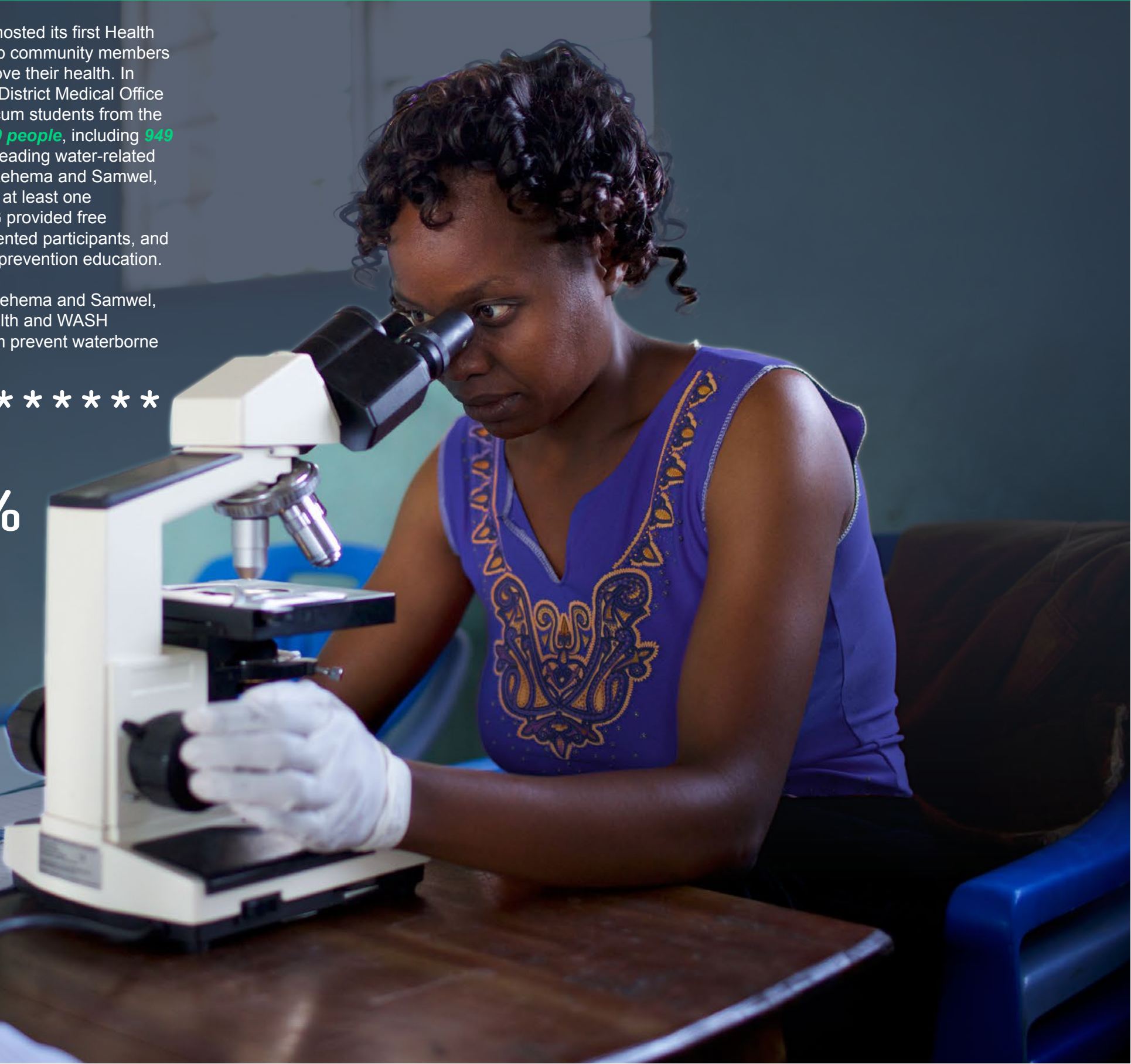
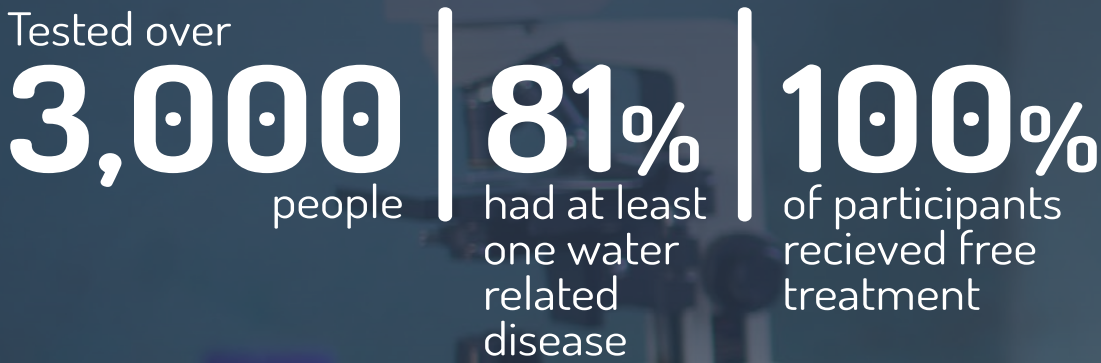
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HEALTH SCREENINGS

Upimaji wa Afya

In 2015, **1,035 students** from **4 schools** participated in our After School Program. Children, like Rehema and her younger brother Samwel, learned about ways to prevent waterborne diseases through lifesaving education – education that has been instrumental to changing their family’s health behaviors. Prior to MSG’s program, Rehema and Samwel were infected with bilharzia, a life-threatening patristic fluke that lives in Lake Victoria. While this disease is treatable and preventable, their family did not know that bathing in the Lake was dangerous, nor could they have afforded a health screening or medication to treat this condition.

For this very reason, MSG hosted its first Health Screening Campaign to help community members receive treatment and improve their health. In cooperation with the Rorya District Medical Office and our master-level practicum students from the US, MSG tested **over 3,000 people**, including **949 program participants**, for leading water-related diseases (see table). Like Rehema and Samwel, **81%** of those screened had at least one water-related disease. MSG provided free treatment for **100%** of consented participants, and everyone received disease prevention education. Program participants, like Rehema and Samwel, now have a clean bill of health and WASH education that will help them prevent waterborne diseases in the future.



THANK YOU

Shukrani

***“We had 273 donors from 6 continents
and 26 states across the US.”***

In 2015, Maji Safi Group's supporter base continued to grow globally. We had 273 donors from 6 continents and 26 states across the US!

With the ongoing support of our generous donors, MSG continues to reach impoverished and vulnerable populations in rural Tanzania with interactive, lifesaving WASH education. We look forward to working together in 2016 to reach more program participants than ever before.

We invite our current supporters and volunteers, as well as newcomers, to become directly involved in our journey of providing lifesaving disease prevention. Together, we can create a meaningful cycle of deep and lasting impact!



Our Most Dedicated Volunteer

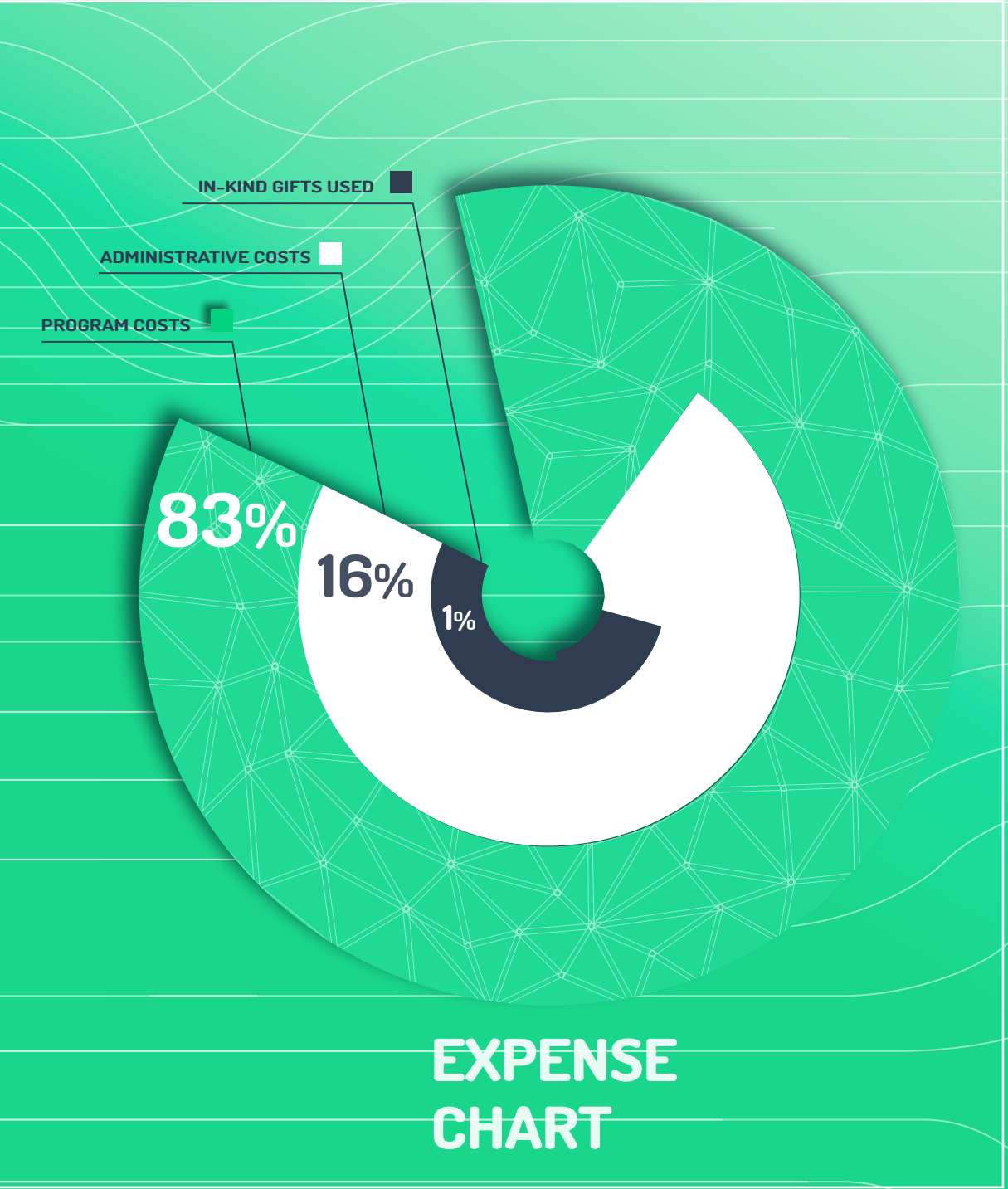
As in previous years, MSG is thankful for Erna Maj's wonderful efforts! Erna is the engine behind MSG's fundraising efforts and continues to advocate passionately for better health and education for future generations!

Net assets on January 1, 2015:	\$68,098
Total net assets gained during 2015:	\$18,443
Net assets on December 31, 2015:	\$86,541
In-kind donations:	\$1,510
Individuals and family foundations:	\$136,380
Total revenue:	\$137,890
In-kind gifts used:	\$1,510
Program costs:	\$90,907
Administrative costs:	\$19,377
Total expenses:	\$120,794

NET
ASSETS

NET
REVENUE

EXPENSES



TOP 2105 FUNDRAISERS:	
1	Maji Safi Golf-a-Thon: \$40,576
2	Colorado Gives Day: \$10,752
3	Interteam Grant: \$8,000
4	First Foundation Grant: \$7,500
5	Whittier Read-a-Thon: \$5,191

These figures are much more than numbers and percentages on a page. They represent the lives you are positively influencing and the futures you are helping to create.

NUMBER OF PEOPLE SERVED (WITH
RADIO SHOW) IN 2015:

112,824

NUMBER OF PEOPLE TAUGHT
DIRECTLY IN 2015:

35,824

NUMBER OF WASH LESSONS
TAUGHT IN 2015:

15,660

NUMBER OF WASH RELATED
EVENTS IN 2015:

65

NUMBER OF TANZANIAN
PROGRAMS IN 2015:

10

NUMBER OF DONORS IN 2015:

273

NUMBER OF FULL-TIME STAFF
MEMBERS IN 2015:

26

TOTAL REVENUE IN 2015:

\$136,336

THANK YOU!



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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"We desire to bequeath two things to our children; the first one is roots, the other one is wings."

- Sudanese Proverb