

MAJI SAFI GROUP: 2017 ANNUAL REPORT



HANDS SHOULD CARRY DREAMS, NOT DISEASE



LETTER FROM THE FOUNDERS

Dear Friends of Maji Safi Group,

When we founded Maji Safi Group (MSG) five years ago, we dreamed of creating an organization that would provide an empowering platform for rural Tanzanians, especially women, to teach their own communities how to prevent some of the world's most common and deadly diseases. We started with a small group of passionate staff with a drive to create health education programs that would make a lasting impact in their communities. Over the past five years,

Maji Safi Group has flourished into a 75% female and deeply dedicated staff of 40 that operates 14 community-driven programs.

MSG is now a major provider of health education in the Mara Region, reaching hundreds of thousands of residents – 269,569 in 2017 alone. We regularly partner with the Tanzanian government for events, for our annual health screening campaign to test and treat for common water-related diseases, and during disease outbreaks. Through MSG's health screening campaigns over the past

three years, we have found that community members who participate in our programs are less likely to become sick. This is largely because 85% of our participants commit to changing their water, sanitation and hygiene (WASH) habits in their homes after participating in our interactive health education.

Your generous and continued support of MSG improves community health and has fueled our achievements over the past five years! While working in developing countries and

rural areas is never easy, a deep sense of community and passion for helping, and learning, has always fueled our momentum – a momentum that has surpassed our dreams. Maji Safi Group has been built by so many. We are forever grateful for the passion and dedication the Maji Safi Group family of staff, donors and board members uses to prevent disease every day!

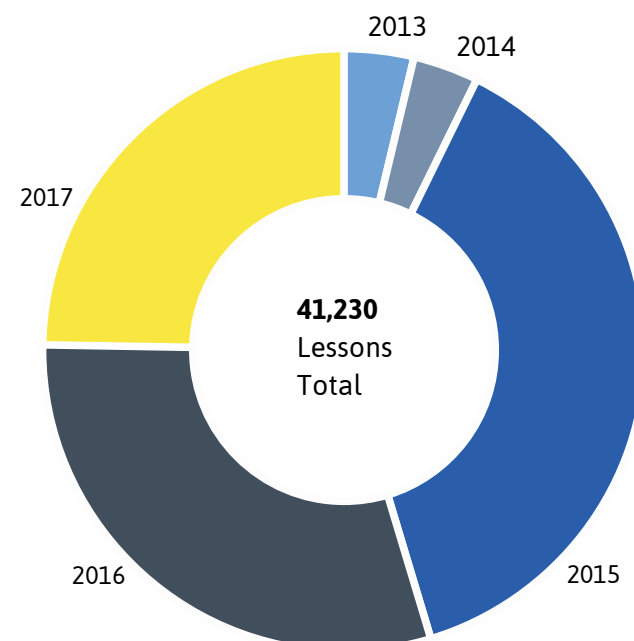
In gratitude,

Max and Bruce

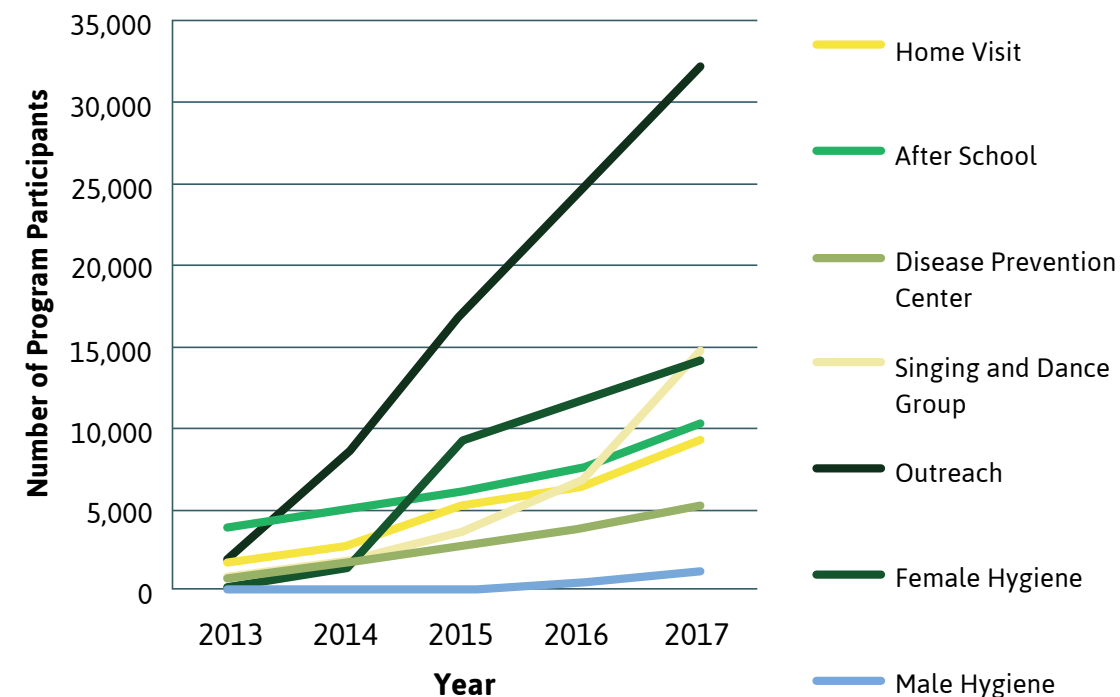
A LOOK AT THE LIVES WE'VE TOUCHED

Through our monitoring and evaluation efforts, we rigorously track our impacts and the lives we touch. For our team, each one of these statistics represents a life with a more positive future.

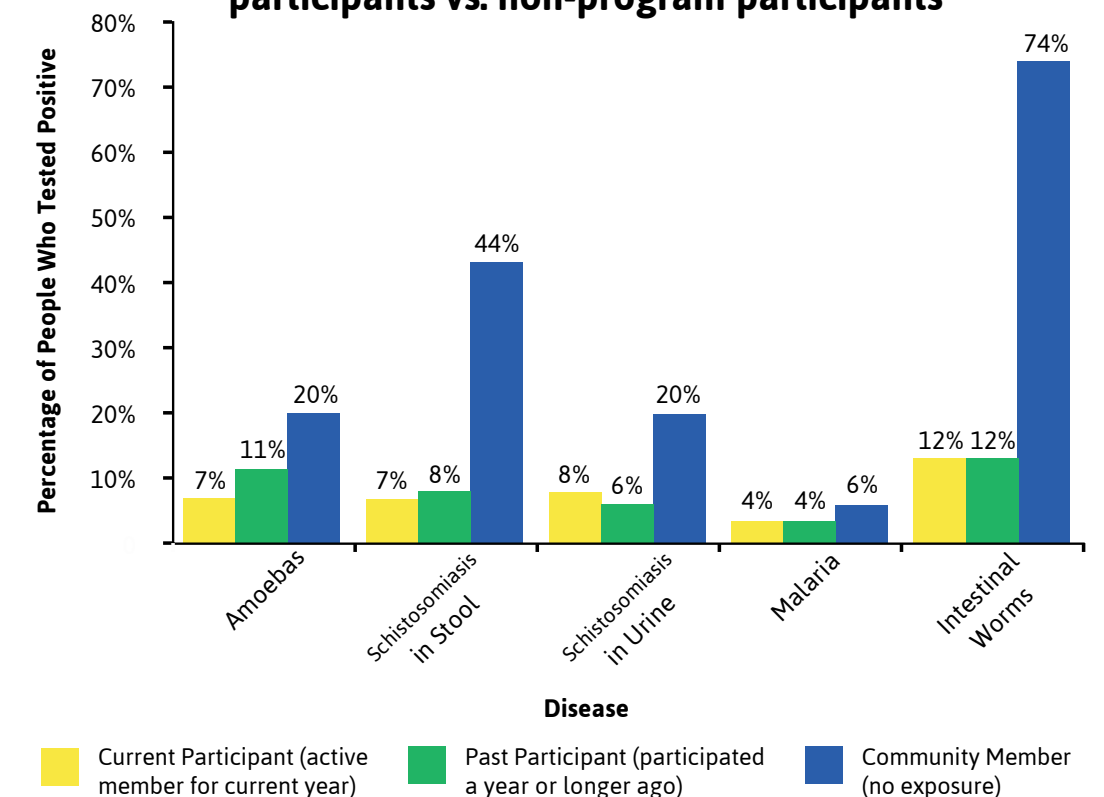
Number of WASH Lessons



Cumulative Number of Program Participants



2017 WASH disease rates of program participants vs. non-program participants



We have witnessed 85 percent of WASH-education participants commit to changing their water, sanitation and hygiene behaviors at home.



We have contributed to preventing a new cholera outbreak in 2017 after working as a partner with the government in 2015 and 2016 to stop the spread of highly infectious cholera epidemics.



We have increased the number of people taught, reaching 269,569 in 2017 (including radio shows).



We have seen overall community disease rates drop 4% from 2015 to 2017.

MORE THAN 3,000 TESTED IN THIRD HEALTH SCREENING CAMPAIGN

In 2017, we expanded our valuable dataset through a third annual health screening campaign, testing 3,071 people for five common water-related diseases. Fifty-two percent of those tested were participants in one or more of MSG's programs, allowing us to compare their improved health outcomes to those of community members who had not yet received MSG education. **We discovered that for the third straight year, our participants had significantly lower disease prevalence rates than community members without our education.**



PROGRAM GROWTH HELPS FAMILIES AND YOUTH

WE LAUNCHED YOUTH TALENT COMPETITION

Our first youth version of the already popular Rorya's Got Talent competition was an instant success. When the children seized the stage, they sang, danced and performed skits about proper lifesaving WASH behaviors!

WE WORKED TO REMOVE MENSTRUAL MANAGEMENT BARRIERS

Bertha Mhepela, a Tanzanian graduate student from the Sustainable Sanitation in Theory and Action Program at the University of Dar es Salaam, collaborated with our Female Hygiene Program to conduct groundbreaking research testing menstrual cups as a sustainable solution for menstrual hygiene management in rural areas of Tanzania.

WE DEVELOPED AN EMERGENCY PLAN FOR CHOLERA OUTBREAKS

Thanks to a grant from LUSH Charity Pot, MSG developed and implemented a preparedness plan to manage future cholera outbreaks. We successfully taught 8,460 people in the Rorya District WASH strategies to prevent cholera. Now, we also have reserve emergency supplies and equipment, so we are prepared if another outbreak should occur.

WE CELEBRATED AGAIN WITH OUR ETOWN FRIENDS

MSG once again filled eTown Hall in Boulder, Colorado, with laughter and good music during our second annual Celebrate Health Fundraiser. This successful event had over 175 people attend our afternoon family-oriented 'Sunday Funday' show, and 92 people celebrated health for all during our evening party with music from local favorite Espresso!

WE JOINED THE GOVERNMENT TO MARK WORLD TOILET DAY

MSG celebrated World Toilet Day in collaboration with the Tanzanian government to recognize 14 program participants who had built toilets at their homes. During this event, we also highlighted our Arborloo toilet project to the local government. Students from Casey Middle School in Boulder, Colorado, raised the funds for this pilot project, so MSG could test the effectiveness, popularity and feasibility of composting toilets in Shirati.



MSG IS POWERED BY STRONG FEMALE LEADERS

“I am living my dream! Joining Maji Safi Group took away my fears about health and gave me confidence to give the community advice and talk with many stakeholders,” says Consolata Ladis about her work as one of our valued Community Health Educators (CHEs).

With her wide smile and infectious personality, Consolata is also helping MSG accomplish its dream of spreading proper WASH practices to thousands. As a program coordinator in our After School Program, Consolata shows

students how to wash their hands to prevent disease and promotes the use of proper toilets.

Of our 19 CHEs, over 75 percent are women. Consolata and her colleagues are emboldened with knowledge about preventing chronic diarrhea, cholera, and other deadly water-related diseases and managing menstrual hygiene. They share lifesaving practices and overturn long-held WASH misinformation in homes, hair salons, schools, markets, churches and hospitals. In 2017, due to

her natural leadership skills, Consolata was selected by MSG to receive a scholarship for further education and will earn a Tanzanian government certificate in Community Health Work in 2018.

In her own home, Consolata is also living the dream of seeing her son thrive. “My son Andrew has adopted some of the good habits he sees me use. We use treated water and an Arborloo toilet, and we participate every year in the MSG health screenings.” Andrew just

turned five; something we wish would be true for more children in a country where UNICEF reports that largely preventable and treatable diseases, such as diarrhea, malaria and pneumonia, cause the death of 270 children under 5 years of age every day.

“Too many good people are dying due to a lack of WASH knowledge. Women are the way forward as we speak up and share solutions,” Consolata concludes.



WASH U FOR WASH SOLUTIONS

Participatory development is part of Maji Safi Group's DNA. Our progress is rooted in involving local community members in decisions about their community's public health situation.

As part of an ongoing partnership, we welcomed Professor Carolyn Lesorogol and 12 graduate students from the Brown School of Social Work and Public Health at Washington University in St. Louis (Wash U). Together, we used participatory development tools with

Shirati fishing communities to gain a better perspective on addressing their specific needs by sharing healthier WASH solutions through our programs.

Wash U students Eli Horowitz and Melissa Forero observed: "Although each place was very different and had its own set of issues, we were able to identify common problems in all five villages. Through the participatory exercises, we discovered that concerns surrounding access to clean water, treatment

of various diseases and sanitation practices were major challenges in all communities."

MSG is fortunate to have strong ties to Wash U's expertise. Director of Operations Emily Bull graduated from Wash U in 2013 with her Master of Social Work with a concentration in International Social and Economic Development. In 2016, Dorothy Ochieng, MSG's Female Hygiene Program Manager, received her Master of Public Health from Wash U.



Pictured above:
Eli Horowitz



Pictured right:
Melissa Forero



HOME VISITS

In 2017, MSG celebrated continued success with its original program: personalized Home Visits. Through this program, CHEs partner with families, tailoring the WASH lessons to each family's needs and reinforcing those lessons during subsequent follow-up visits. They take into account the family's interests, size and water source as well as disease rates in the neighborhood.

Sixty-year-old Joanes Nyambaki from the village of Ryangati is one of the local WASH rock stars who's participated in our Home Visit Program and has recently invested in building a toilet after receiving MSG's education. "MSG encouraged me to build a toilet, and little by little, I have saved money, and the toilet is now almost complete. I am impressed with MSG's education, especially about environmental cleanliness and health. MSG taught me to use

safe water and that it's possible – even when life is difficult, and we don't have much money."

Her entire family is now experiencing much better health. "My family now treats its water. I have learned how to wash my hands properly. I have stopped having stomach problems, and my children are healthy and no longer have diarrhea. We use clean and safe water for everyday purposes," Joanes says.

She now feels confident enough to teach her neighbors and relatives what she's learned from MSG's programs. Joanes comments, "I also want them to be healthy. I hope MSG can continue to provide health screenings every year. It's a great service to us and helps us stay healthy."



NEW HEALTH CLUBS OPEN

With over 50 percent of the population in the area we serve under the age of 18 and 25 percent under the age of five, we are proud that our Health Clubs are now operating at five area schools. These clubs offer a sustainable way to teach students about proper WASH and disease-prevention steps, proper water treatment, and male and female hygiene practices, while training them to carry on the Health Clubs after MSG leaves the schools. MSG also donates hand-washing stations and ceramic drinking water filters

to enable proper WASH techniques at the schools.

Girls, like 17-year-old Lidia Alfred from the village of Nyakina, spur us on to keep establishing Health Clubs in more schools. Lidia joined our efforts, so she could learn more about managing her menstruation. “I have learned how to use a reusable AfriPad and menstrual cup – and decide which one is best for me and my body.”

Lidia continues, “I love being a participant. It’s great to talk to CHes openly about menstruation. I want to thank MSG for helping me be free and confident. MSG has also given female hygiene support to schools, and now we can go to the matron when we have our periods. We also have hand-washing stations at our school. Keep educating the community!”

Lidia now teaches her friends what she’s learned. For MSG, this sustainable ripple effect of Health Clubs is a vision come true.



PROUD AND GRATEFUL FOR OUR GROWING DONOR BASE

Maji Safi Group couldn't lift thousands of lives in Tanzania were it not for hundreds of supporters in Colorado and across the world who resonate deeply with our work. We're grateful to U.S. Fundraising and Outreach Coordinator Erna Maj for being the engine behind our annual fundraising events, such as The Maji Safi Golf-a-Thon. The Golf-a-thon is a day of amazing camaraderie between golfers proud to make a difference in the lives of others.

And there's nothing more inspiring than seeing

children helping children. Through our Young Global Citizen Program in Colorado, two Boulder Valley District schools held Read-a-thons to support the students in our After School Program and establish a school-to-school connection with Tanzania.

Other students also enjoyed MSG's interactive education during events throughout the year, including soap making, art classes, and crowd funding, while learning about the global WASH crisis, social responsibility and helping others through personal effort.

MEET LOYAL DONOR PAULA SINN-PENFOLD

Our loyal supporter Paula Sinn-Penfold traces some of the journey that led her to our mission.

"I was lucky enough to be a student on Semester at Sea in the mid-1970s and travel to Kenya and Tanzania. From then on, in my life and career as a Colorado public school teacher, I have been interested in East Africa. In the latter part of my career, I was keenly interested in water distribution, sanitation and women's

issues around the world, especially in developing countries."

Sinn-Penfold enjoys supporting MSG through its community events. "I love the annual Maji Safi Golf-a-thon and art and lunch programs that Erna has put together. Here in Boulder and the West, we understand water issues and know it's important to support people in similar situations with fewer resources. I get great satisfaction from knowing we can all work together to make a difference."

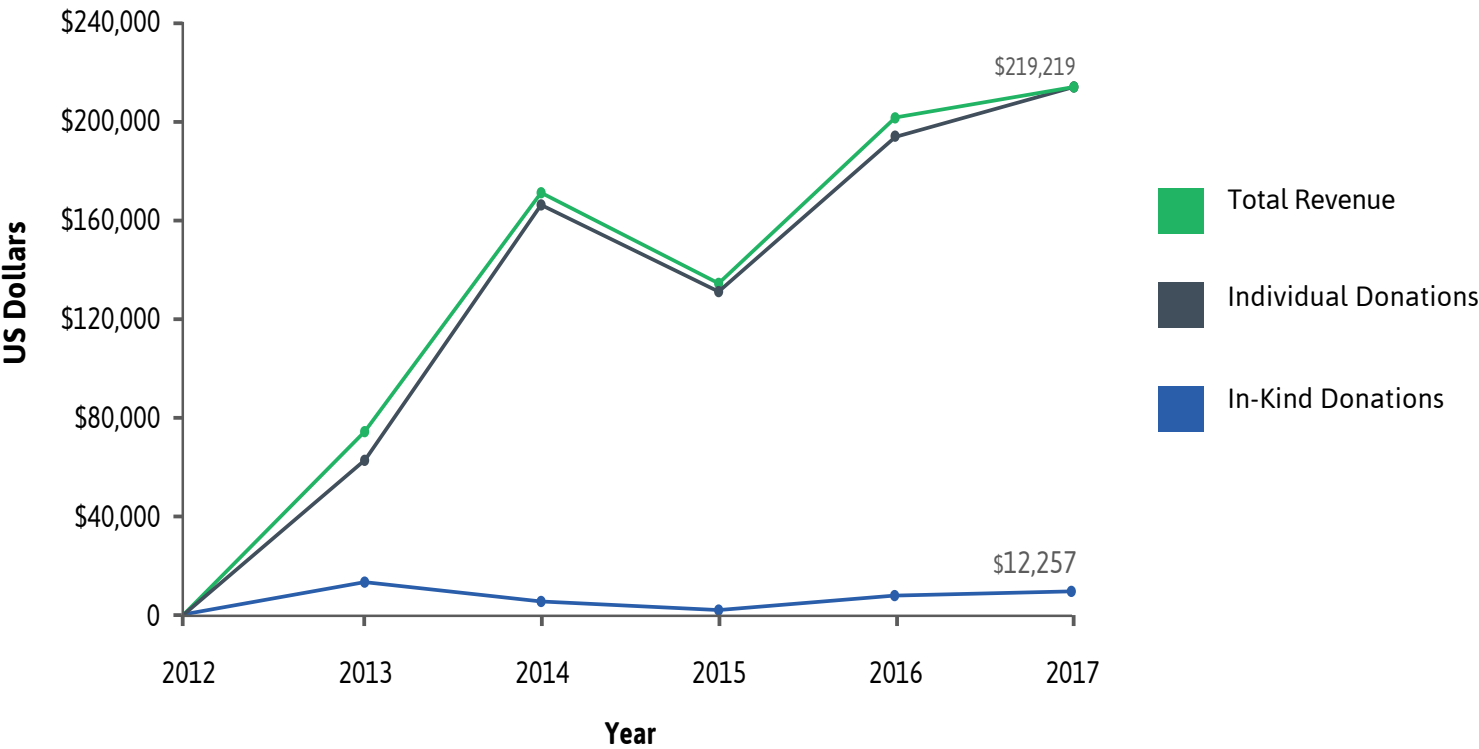
FINANCIALS

The past five years, our exciting momentum and results have attracted an increasing number of supporters from across the United States and the world. We now have approximately 400 donors representing 27 U.S. states, 15 countries and 6 continents. We could not be more grateful or more excited about MSG's next accomplishments. Thank you again for being part of our growth and success!

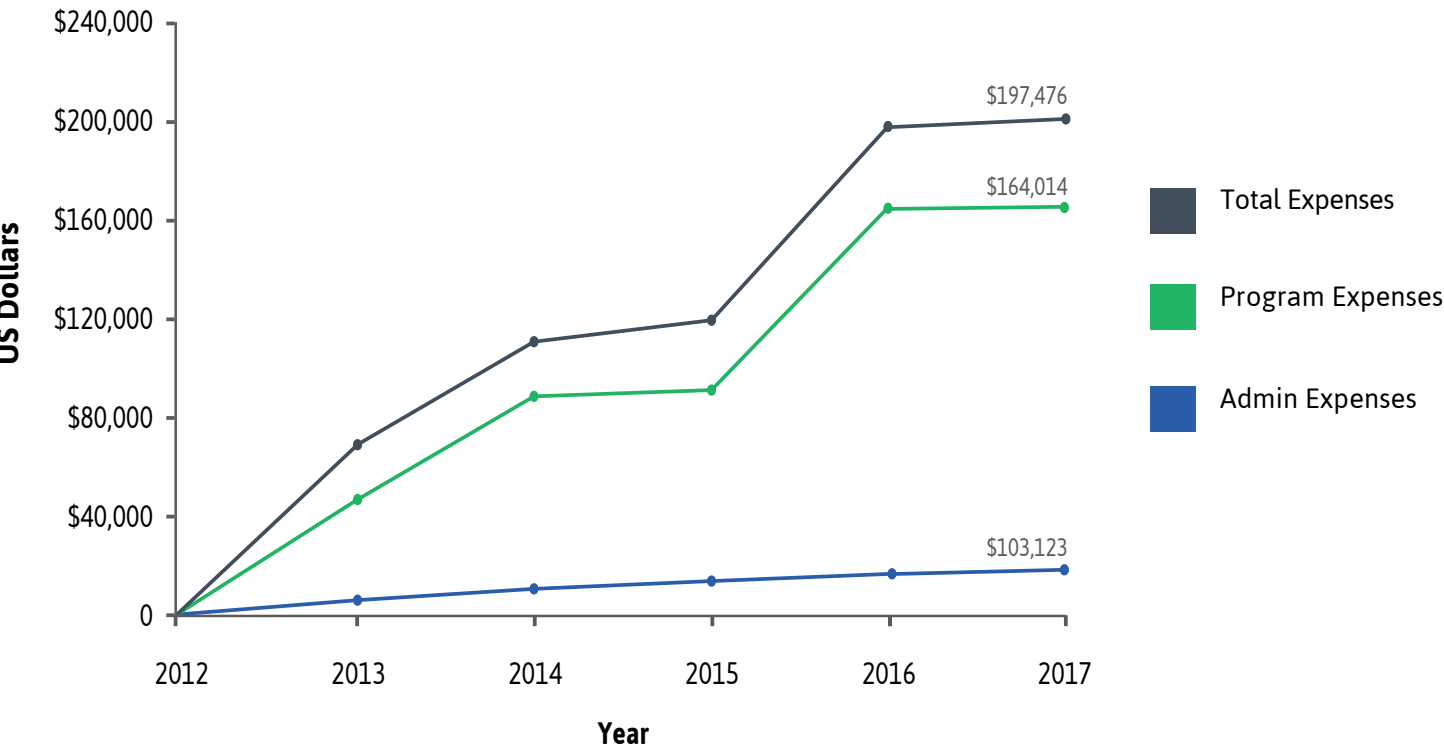
Top 5 Sources of Revenue in 2017

1. INTERTEAM Grant	\$ 60,000.00
2. Maji Safi Golf-a-thon	\$ 57,566.77
3. Colorado Gives Day	\$ 35,820.00
4. LUSH Charity Pot Grant	\$ 24,187.00
5. Celebrate Health at eTown Hall	\$ 11,850.00

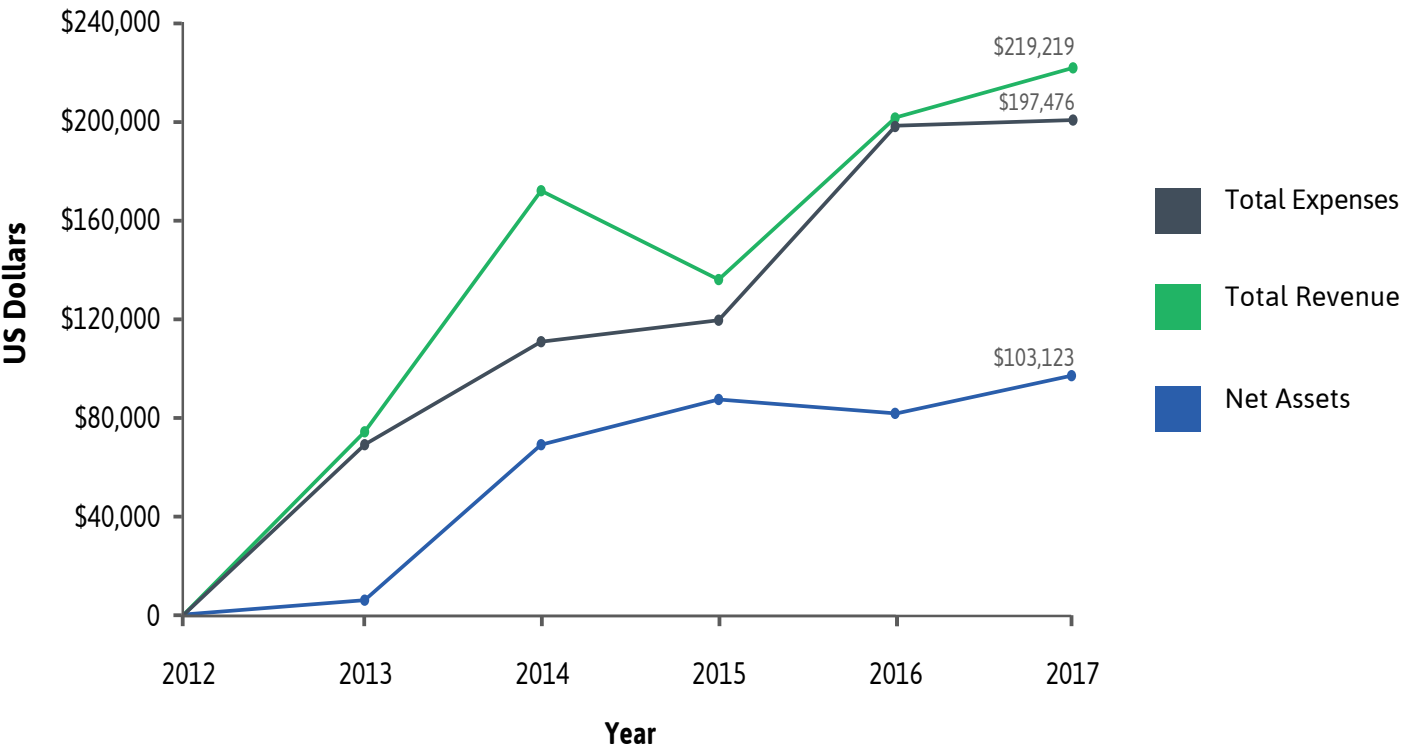
Revenue over 4 Years



Expenses over 5 Years



Financial Totals over 5 Years





THANK YOU FOR BEING A PART OF OUR FIVE-YEAR JOURNEY

MORE SUCCESS AHEAD!

As our supporters and community members, you've been an integral part of Maji Safi Group's success during our first five years. Working shoulder-to-shoulder, we've transformed countless lives and improved the health of future generations in the most successful, accessible, yet fun ways. Many global development and humanitarian efforts fall short of their goals in their first five years because they fail to engage the

excitement and commitment of community members. But with your help, we have been successful, expanded our programs, and shown they can be scaled in other areas of Tanzania.

Your generous commitment and belief in our mission make all the difference. Thank you for being part of this transformative and rewarding journey.

As the people in the Mara Region continue to adopt better sanitary and hygienic habits, we are helping them achieve the fundamental human rights of clean water and good health that too many around the world are still being denied!



Visit us at
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or contact us at
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