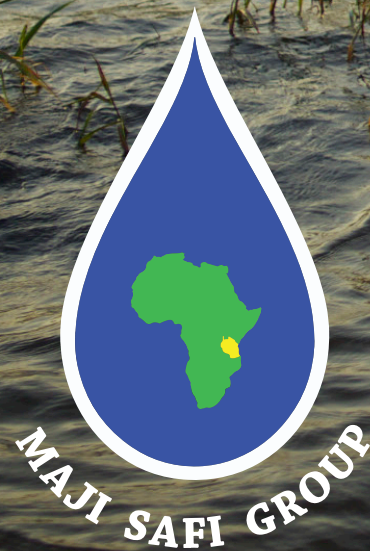
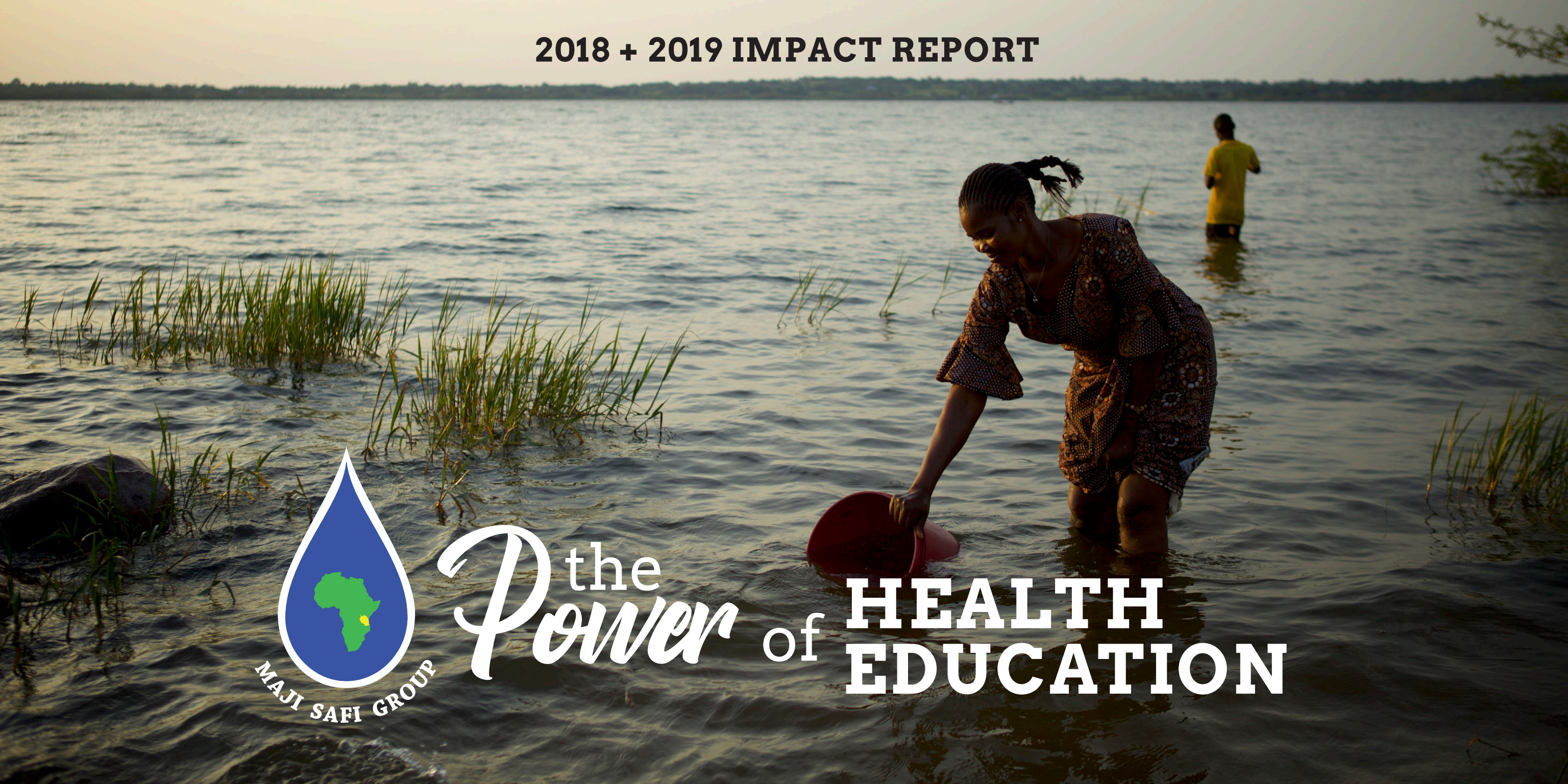


2018 + 2019 IMPACT REPORT



The Power of **HEALTH EDUCATION**



LETTER FROM THE MSG TEAM

Dear Friend of Maji Safi Group,

During 2018 and 2019, Maji Safi Group (MSG) continued to work diligently every single day to expand our programmatic impact by empowering our participants to improve their personal health and the public health of their communities. MSG's Community Health Educator (CHE) model puts women at the center of catalyzing health improvements by reaching all corners of the community and teaching thousands of community members (mostly women and youth) how to prevent disease. Our education focuses on changing our participants' behavioral habits and getting them to acknowledge that prevention is more economical than treatment. After working in Tanzania for almost 10 years, we are at the center of water, sanitation, and hygiene (WASH) implementation in the Rorya District and invited to the table to advocate at a national level for WASH and menstrual hygiene management (MHM) education to be prioritized to improve the livelihoods of Tanzanians.

Being at the center of community change and seeing the habits of our participants continue to improve is deeply inspiring. For the past FIVE years, our widely respected Health Screening Program has consistently shown that MSG's participants have significantly less disease than community members without direct exposure to our education.

With the support of Dining for Women and Beyond Our Borders, our Female Hygiene Program also reached new heights and empowered thousands of girls and women by breaking the silence around menstruation and improving access to feminine hygiene education and products in the Rorya District.

While we are proud of our increased impact over the past two years and the dedicated work of our staff in both Tanzania and the US, we know there are new heights on the horizon. This is because we understand the Power of Health Education! Maji Safi Group's success in 2018 and 2019 truly validated the power of participatory development and our Community Health Educator model, giving us the confidence to expand our impact to a larger geographical area. Our model has shown that CHEs are one of the best investments you can make in improving a community's public health. We hope you will join us over the next decade as we expand into new frontiers, such as supporting healthcare facilities, providing WASH utilities, and expanding access to health products - giving millions more the Power of Health Education.

In gratitude,

Maji Safi Group

...we know there
are *new* heights
on the *horizon*





The *power* of
health education is
indisputable

IMPACT OVERVIEW

During 2018 and 2019, Maji Safi Group continued to run its 14 successful programs to reach a large portion of the population in the Rorya District, Tanzania. We empowered thousands of people to be public health change-makers. The figures in the statistics below are much more than numbers and percentages on a page. They represent the lives we

have helped change. Behind each one, is the story of a person who learned to stay healthy by understanding disease prevention techniques - or a girl who obtained the knowledge and access to feminine hygiene products necessary to stay in school while menstruating. The power of health education is indisputable!

PROGRAM HIGHLIGHTS

- Held 67 radio shows from 2018-2019 answering 302 questions from callers and 1,125 text messages (average of 17 per show) from the community.
- Educated 1,048 boys about puberty, personal hygiene, menstruation, reproductive responsibility, and respect for women.
- Worked in 15 schools and started health clubs at nine of those schools to increase sustainability.
- Conducted a survey of 395 female primary and secondary students to identify attitudes towards menstruation and how they affect school attendance.
- Selected to present at four different symposiums, including the UNC's renowned Health and WASH conference.

In 2018 we reached

40,081

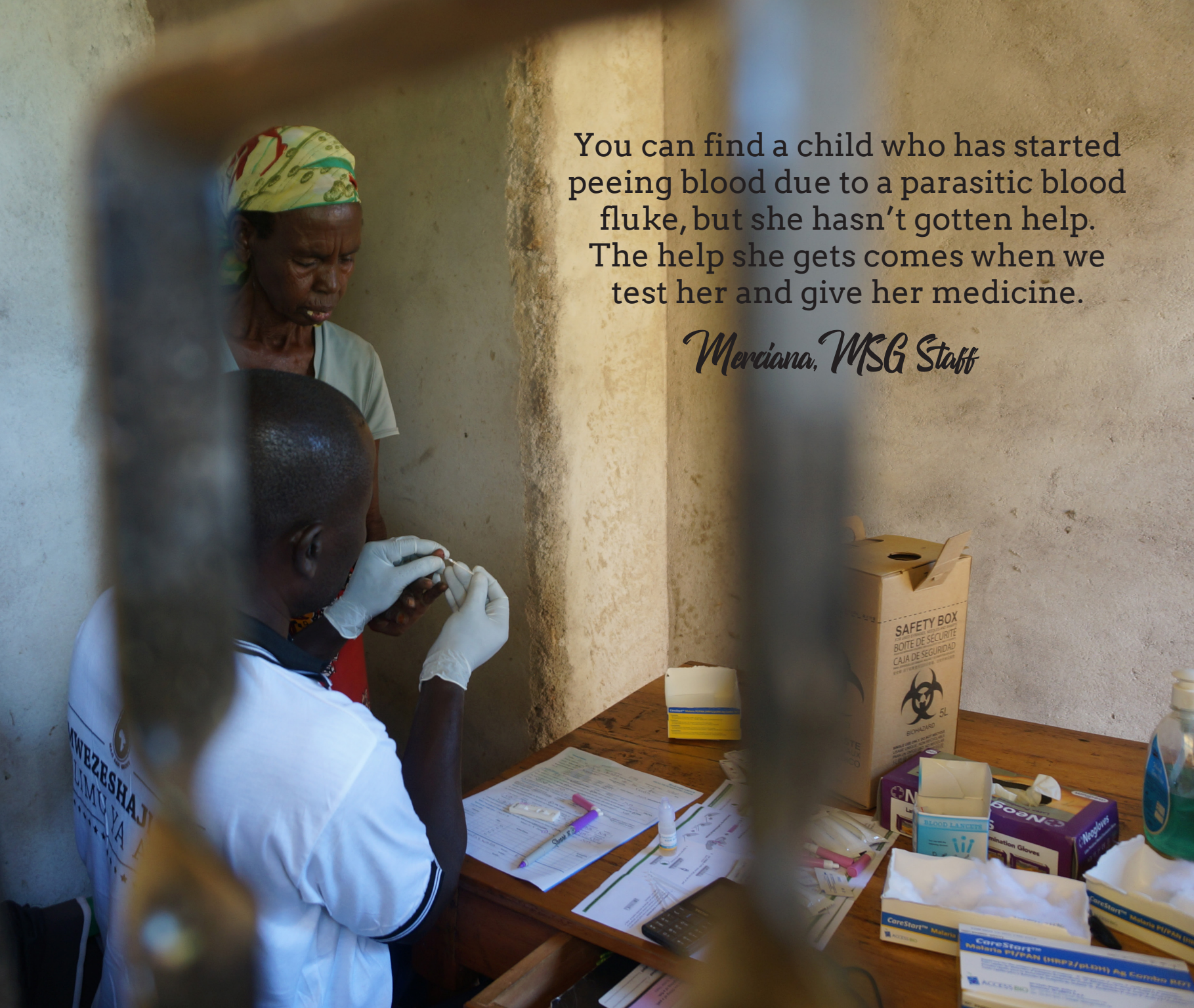
In 2019 we reached

49,674

OVER THE PAST
TWO YEARS

89,755

RECEIVED IN-PERSON
LIFE CHANGING
HEALTH EDUCATION



You can find a child who has started peeing blood due to a parasitic blood fluke, but she hasn't gotten help. The help she gets comes when we test her and give her medicine.

Merciana, MSG Staff

HEALTH **SCREENING** PROGRAM

In 2019, MSG reached a huge milestone by completing the fifth consecutive year of our Health Screening Program. This initiative enabled us to offer testing and free treatment for four common water-related diseases in the community and simultaneously collect valuable data. Our staff and community partners have truly developed a fine-tuned health screening process. In 2019, they tested and treated 8,313 participants for malaria, schistosomiasis, intestinal worms, and amoebas – smashing our previous record of 6,911 in 2018.

As the graphs on the next page show, our five years of data clearly and repeatedly indicate that our program participants consistently experience significantly less disease than the community members who have not been involved with our programming. This data proves how

positive changes that impact water, sanitation, and hygiene at the personal, household, and community level can reduce the rates of preventable diseases that would otherwise contribute to keeping families in a cycle of poverty. When walking around the communities in the Rorya District, we now see the fruits of our hard work. People are building latrines, practicing correct handwashing at critical times, treating water, and more. They understand that prevention is better than treatment.

To capitalize on the value of these five years of quantitative health screening data we have collected, our team continues to work with university partners in the US to analyze the data and bring to light the effectiveness of our lifesaving disease prevention education.

OF PARTICIPANTS TESTED EACH YEAR

2015	3,060
2016	5,160
2017	3,071
2018	6,911
2019	8,299

DISEASE RATES AMONG MSG PARTICIPANTS

Figure 55: Disease Rates among MSG Program Participants

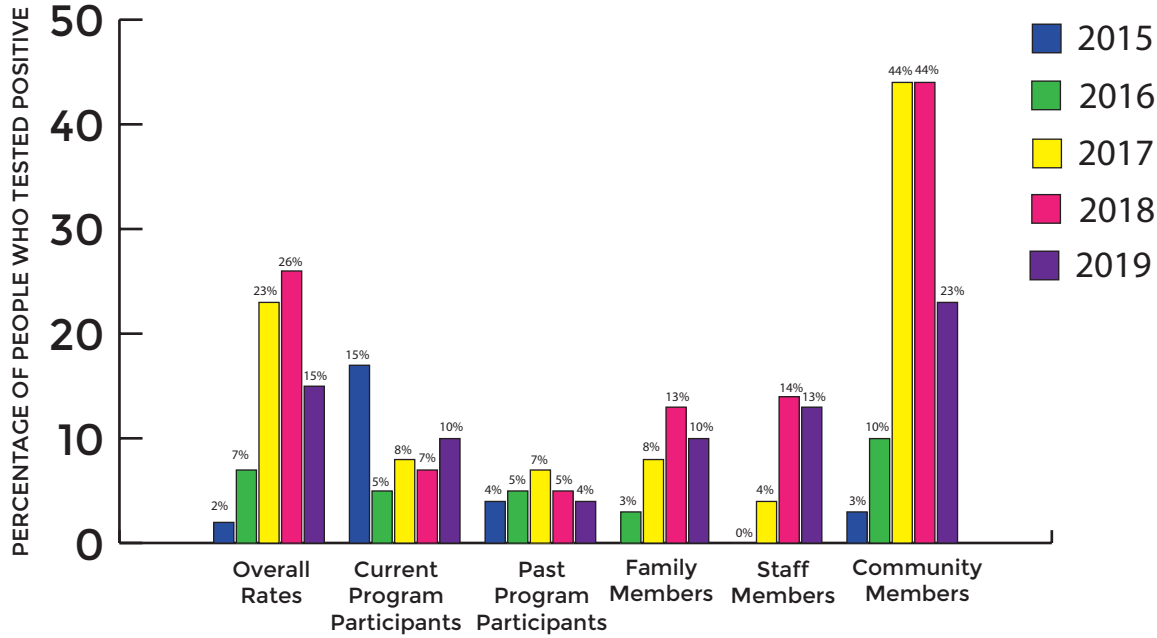
Health Screening Rates	Number screened	Amoebiasis	Intestinal Worms	Schistosomiasis in Stool	Schistosomiasis in Urine	Malaria
Overall percentage of health screening participants who tested positive	6,911	9%	41%	26%	17%	28%
Home Visit	253	5%	7%	5%	5%	13%
Female Hygiene	753	4%	7%	4%	6%	11%
After School	985	4%	9%	7%	5%	15%
Male Hygiene	305	3%	10%	7%	6%	10%
Singing and Dance	86	4%	4%	8%	0%	4%
Maji Safi Cup	95	6%	3%	6%	2%	7%
Disease Prevention Center	35	12%	35%	23%	0%	26%
Hotline	7	14%	0%	0%	29%	29%
Groups	21	0%	11%	6%	0%	0%
Stores and Salons	16	0%	8%	8%	0%	0%
Market	20	12%	0%	0%	5%	0%
Rorya FM	38	21%	21%	12%	8%	5%
Health Club	81	1%	4%	5%	1%	9%
Other MSG Programs (health screenings, emergency outreach)	794	5%	8%	6%	7%	15%
Non-Program Participants	3,599	13%	72%	44%	26%	42%

LEFT: COMPARING THE DISEASE RATES OF PARTICIPANTS IN MSG'S MANY PROGRAMS TO THOSE OF NON-PROGRAM PARTICIPANTS IN THE COMMUNITY.

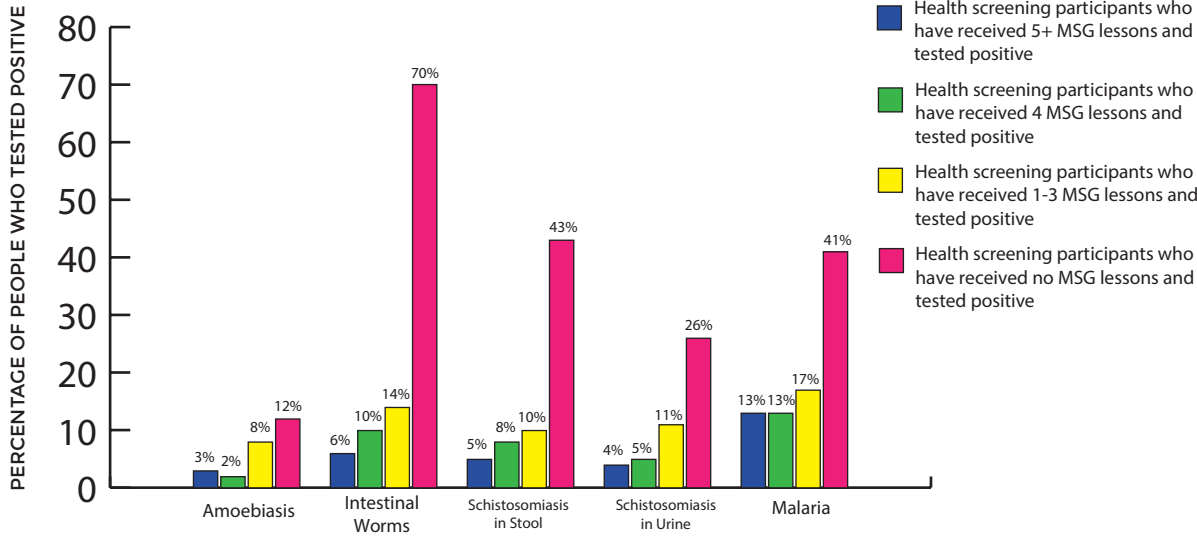
TOP RIGHT: THE DATA SUGGESTS THAT MSG PARTICIPANTS EXPERIENCE LOWER DISEASE RATES THAN COMMUNITY MEMBERS WITHOUT MSG'S EDUCATION.

BOTTOM RIGHT: THE DATA SUGGESTS THAT AS EXPOSURE TO MSG EDUCATION INCREASES, DISEASE RATES DECREASE.

SCHISTOSOMIASIS IN STOOL DISEASE RATES



2018 HEALTH SCREENING DISEASE RATES



FEMALE **HYGIENE** PROGRAM

Breaking the silence that typically surrounds menstruation in rural areas around the world, including the Rorya District, is vital to enabling young women to reach their dreams, academic potential, and professional ability. Talking about taboo subjects can often be intimidating, but it becomes natural once our Community Health Educators mentor girls and boys. This helps them feel confident in their bodies through puberty and know what menstruation is and how to manage it. In 2018 and 2019, our Female Hygiene and Male Hygiene Programs grew to new heights, fueled by our fearless participants and their trusted Community Health Educator mentors.

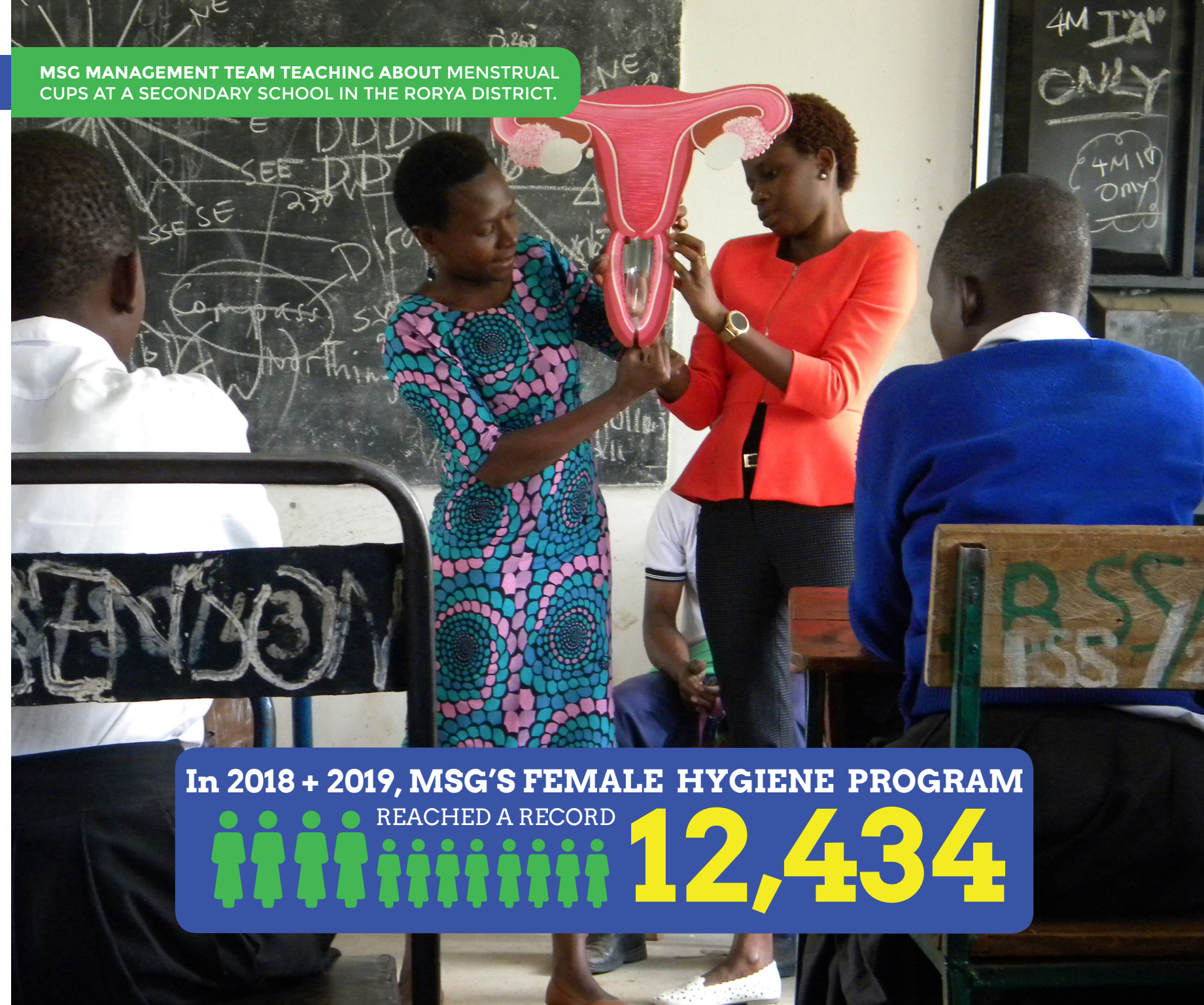
During 2018 and 2019, we reached 919 youths through after-school classes. They received interactive lessons and in-depth knowledge about puberty, menstruation, reproductive rights, etc. To ensure high knowledge retention rates, we kept student/teacher ratios low and created 21 Health Clubs to promote sustainability. In the Health Clubs, students, teachers, and parents take charge of maintaining WASH equipment, such as handwashing stations, and educating others through peer-to-peer teaching. As part of our Health Clubs, MSG also paints large

student-designed murals at the schools to ensure that the open MHM conversation continues.

In addition, our programming brought an open discussion of MHM to the areas where we work by engaging the community through fun and innovative events such as: radio shows, communal dinners, and the now famous annual Decent Boy and Decent Girl competition. We make breaking the silence around female and male hygiene into an engaging journey for whole communities!

A crucial part of our Female Hygiene Program is providing young women with access to safe, comfortable, and affordable feminine hygiene products. One of our major accomplishments is providing our rural program participants with a variety of options including disposable pads, reusable pads, and menstrual cups. Maji Safi Group is proud of having introduced menstrual cups to the Rorya District to evaluate the community's interest and acceptance of this environmentally friendly approach to MHM.

MSG MANAGEMENT TEAM TEACHING ABOUT MENSTRUAL CUPS AT A SECONDARY SCHOOL IN THE RORYA DISTRICT.



In 2018 + 2019, MSG'S FEMALE HYGIENE PROGRAM

REACHED A RECORD



12,434

BEFORE MENSTRUATION

My name is Mariam John, and I am 13 years old. I have recently started coming to the Female Hygiene Program at Maji Safi Group because my friends told me I should. I am very glad that I listened to them because I have learned a lot from coming. I haven't started menstruating yet, but I feel prepared. When I do, I will know what to do. I now know that bleeding is a normal part of a girl's life and that I shouldn't be scared when I see the blood. I also know that I can talk to my older sisters and mother about it, so they can help me with pads to use and give me more advice. Because of the support I will get from them and from Maji Safi Group when I start menstruating, I will be able to continue attending school instead of missing school because of not having pads to use. I have been advising my other friends who haven't started their period to go learn from Maji Safi Group because most of our mothers don't teach us what menstruation is. Thank you to all the people that work at Maji Safi Group!



AFTER MENSTRUATION

My name is Tatu Oliech. I am 16 years old and in my last year of secondary school. I started learning from Maji Safi Group in 2016. I come to the Female Hygiene Program every Saturday, so that I can learn more about personal hygiene while menstruating. We are taught a lot of other things as well such as types of menstrual products to use, like reusable cloths, reusable AFRipads, and menstrual cups. I received a menstrual cup from MSG recently. I really like this menstrual product option because it gives me confidence when I wear it. I feel free to do my regular house chores and anything else. Even when I am at school, I can focus on my studies and play with my peers without worrying about leaking blood on my skirt or my pad smelling when I am on my period! The greatest benefit of the menstrual cup is that it is reusable for up to 10 years!



Considering the post-intervention test scores, MSG's Health Clubs help students retain WASH knowledge better.

AFTER **SCHOOL** PROGRAM

Of the 14 programs MSG conducted during 2018 and 2019, few have made as big strides as our After School Program. In 2018, 405 students, ages 7-18, received health education at seven schools through direct instruction, workbooks, interactive games, art, singing, dancing, and skits. In 2019, we taught 220 students at seven schools. As this program is one of our original interventions, we have more than nine years of experience implementing WASH programming in schools. The first few years, we tried to teach all the students in a class, but our monitoring and evaluation results indicated that due to the large class sizes, knowledge retention was low. In 2018, we consequently moved towards teaching fewer students, thus improving the teacher/student ratio to create more personalized and in-depth instruction.

By establishing Health Clubs in both primary and secondary schools, we also started empowering the participants, along with their teachers and parents, to be the catalysts of improving their schools' WASH and MHM environments with new emphasis on peer-to-peer teaching. Since making these changes to the program, we have received positive feedback from students, staff, and local government authorities. As part of the Health Clubs, MSG also painted large student-designed murals that remind the students and their communities of the important hygiene habits they need to practice to keep themselves and each other safe from the water-related diseases that typically keep children out of school and result in physical and cognitive stunting.

SCHOOL TYPE	AVG TEST SCORE		HIGHEST	LOWEST
Nyamagongo Health Club	93%	A - EXCELLENT	100%	83%
Obwere Health Club	83%	A - EXCELLENT	100%	52%
Tina's Health Club	82%	A - EXCELLENT	100%	65%
Sota Health Club	78%	B - VERY GOOD	97%	58%
All Health Clubs	72%	B - VERY GOOD	97%	49%
Michire Health Club	66%	C - GOOD	95%	40%
Majengo Health Club	53%	D - AVERAGE	88%	31%
Bukura Helath Club	51%	D - AVERAGE	97%	11%
Nyamagongo Regular AS Program	38%	S - SATISFACTORY	64%	19%
All Regular AS Program	30%	F - FAIL	55%	15%
Majengo Regular AS Program	22%	F - FAIL	45%	11%



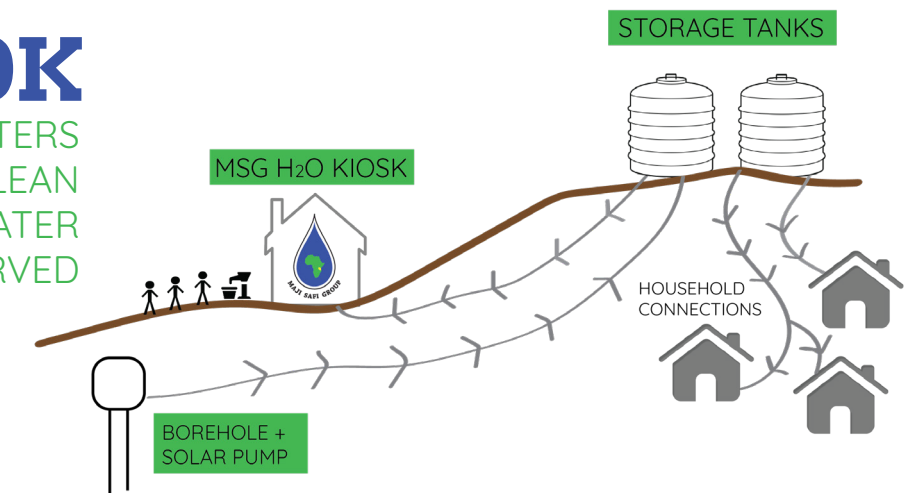
SOLAR-POWERED **WATER** POINTS

The value of hygiene education is big, but the impact of hygiene education combined with access to clean water within a reasonable distance from one's home is massive! During 2018 and 2019, MSG designed and built its first solar-powered water point. Venturing into providing water and building infrastructure in the communities we work in has been an exciting and valuable experience for our organization. We started pumping water on June 10, 2019 and continue to provide quality groundwater to the communities around Oboke Hill on a daily basis. Water is for sale at the water point, and we are connecting individual households. We have already provided the community with over 240,000 liters of water, and we are very excited about the hundreds of thousands yet to come. MSG will continue to

manage the water point to ensure proper operation and maintenance, and it is our goal to lay the pipes for between 15 and 30 additional household connections by the end of 2020.

As this initial system in Oboke matures, we will be able to evaluate the feasibility of selling water in rural Tanzania to pay for health education. In addition, starting solar-powered water points in other communities will afford MSG experience in new geographic areas and thus allow us to refine our operations and service models. In the long term, MSG plans to use these solar-powered water points as centers for providing disease prevention education to the communities we serve and integrate incentives, business opportunities, and social services (e.g. nutrition and healthcare) into the model.

240K
LITERS
OF CLEAN
WATER
SERVED



NATIONAL COALITIONS

Maji Safi Group is proud of having become one of the leading WASH and MHM implementers in the Lake Victoria Zone of Tanzania over the past 7 years, and we are honored to be a founding member of the Tanzania MHM Coalition and a longstanding member of the Tanzania Water and Sanitation Network (TAWASANET). These memberships give us the opportunity to have a seat at the table to share our experiences and advocate for systemic change at the local, regional, and national level. In 2018, MSG was chosen as the zonal coordinator of the Lake Victoria Zone WASH Forum and participated in a national baseline assessment of MHM in partnership with UNICEF, the National Institute for Medical Research (NIMR), and the Ministry of Health (MoH) to ensure that the Lake Zone was represented in the study. MSG also participates in national celebrations and events for WASH and MHM, which gives us the opportunity to spread our message to Tanzanians all over the country.

2019

WORLD WATER WEEK

Over 5,000 people at national celebration in Dodoma – Tanzania's capital
Representing Maji Safi Group, the Tanzania MHM Coalition and TAWASANET

MENSTRUAL HYGIENE MANAGEMENT DAY

Over 6,000 people at national celebration in Dodoma
Representing Maji Safi Group and the Tanzania MHM Coalition

NANE (FARMERS DAY)

Over 7,000 people at national celebration in Lake Zone
Representing Maji Safi Group, the Tanzania MHM Coalition, and TAWASANET

SOUTHERN AFRICAN DEVELOPMENT COMMUNITY

Over 7,000 people at celebration in Dar es Salaam
Representing Maji Safi Group and the Tanzania MHM Coalition

2018

MHM STAKEHOLDERS IN TANZANIA

Meeting hosted by Femme International and Jane Goodall's Roots and Shoots in Arusha
MSG presented on experiences, results, and impact of the Female Hygiene Program.



MSG Directors Max Perel-Slater and Dorothy Ochieng (back row) with Member of Parliament Kathrine Rhuge (front center) and other members of the MHM Coalition celebrating Menstrual Hygiene Management Day in Dodoma.

2018 / 2019 SYMPOSIUM PARTICIPATION

CU WASH SYMPOSIUM

Presentation about Female Hygiene Program, March 2018

ROTARY DISTRICT 5450 WASH SYMPOSIUM

Presentation about Participatory Development and our community-wide MHM work, October 2018

CU WASH SYMPOSIUM

Presentation about Health Screening Program, March 2019

ROTARY DISTRICT 5450 WASH SYMPOSIUM

Presentation about partnership with African School Assistance Program to teach MHM, October 2019

UNC WASH AND HEALTH SYMPOSIUM

Poster about Health Screening Program, October 2019



2018 / 2019 PUBLICATION PARTICIPATION

FORBES

Leadership and Management: Why women's empowerment is everyone's issue, March 2018
Monitoring and Evaluation: The key to making strategic nonprofit decisions, May 2018
Never Underestimate the value of language skills and participatory development, June 2018
The Seven Touch Approach to Cultivating Fruitful Major Donors, August 2018

BOULDER DAILY CAMERA

Boulder resident cofounds group teaching water and sanitation in Tanzania, February 2018

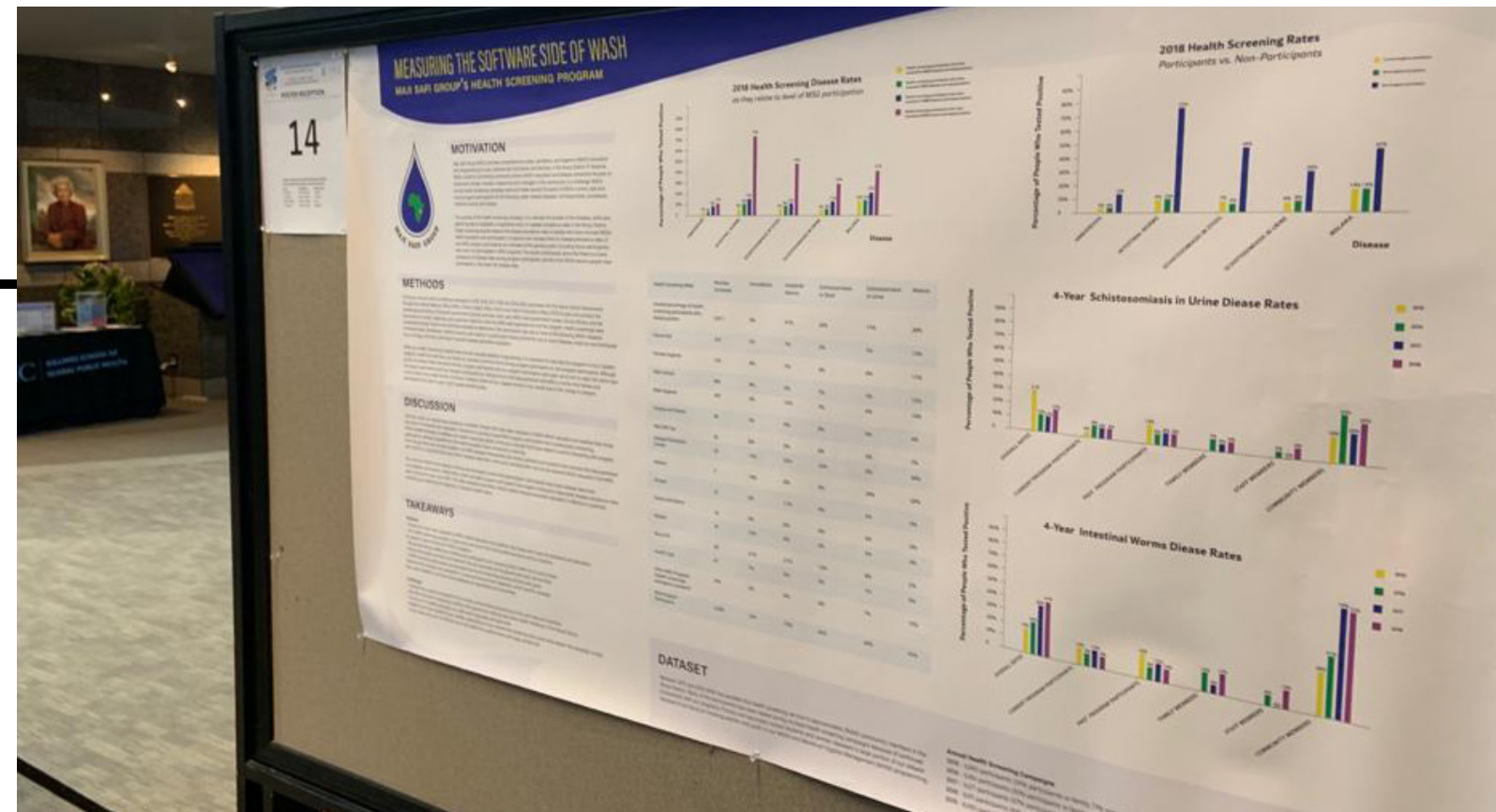
COLORADO PARENT MAGAZINE

Monarch Water Walk, May 2018



SYMPOSIUMS AND MEDIA COVERAGE

Having the opportunity to share your work through conferences, symposiums, and media is always motivating as it means your work is recognized among peers. MSG's 'education first approach' is unusual in the field of WASH as the focus traditionally has been on water and sanitation infrastructure with little attention paid to behavioral change. As our Community Health Educator model matures, it is gaining more and more interest from WASH experts. We look forward to future speaking engagements and are always ready to share information about our unique approach to WASH and community development!



MSG's poster presentation featuring our Health Screening Program at the famous University of North Carolina WASH and Health Conference in Chapel Hill.

DISEASE **PREVENTION** VIA SOCIAL MEDIA

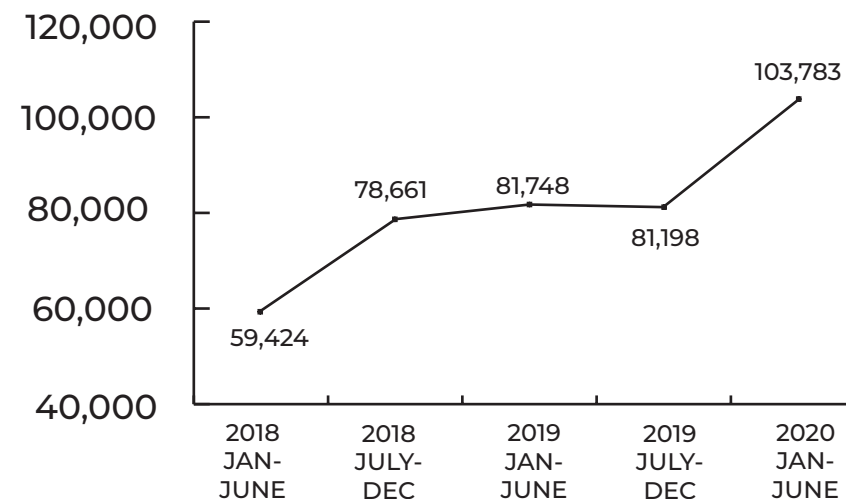
MSG has used information technology communication (ITC) tools like social media to communicate positive behavioral changes since 2012, but we took this approach to new heights in 2018 and 2019. Over the years, MSG has built up a current Facebook following of over 100,000 people and an Instagram following of over 15,000. Most of our followers are Tanzanians scattered throughout the major urban areas. We provide them with relevant, factual, and encouraging information about preventing water-related diseases. All our content is accessible in both Swahili and English, and we engage with partners and international movements to advocate for the importance of WASH and MHM in breaking the cycles of poverty.

Using information technology to promote disease prevention is an exciting frontier that MSG continues to participate in, and we constantly expand our daily reach. Given the global growth of access to smartphones, there will be huge opportunities to target specific populations and expose them to positive behavioral changes they can make to improve their own and the public health of their communities. Whether this is diabetes in Dar es Salaam, schistosomiasis in Mwanza, or intestinal worms in Shirati, ITC can be an amazing tool for reaching MSG's ultimate goal of teaching people why disease prevention is more economical than disease treatment! Our success with ITC in 2018 and 2019 also laid the groundwork for MSG to conduct a large COVID-19 campaign that reached millions in East Africa in 2020.



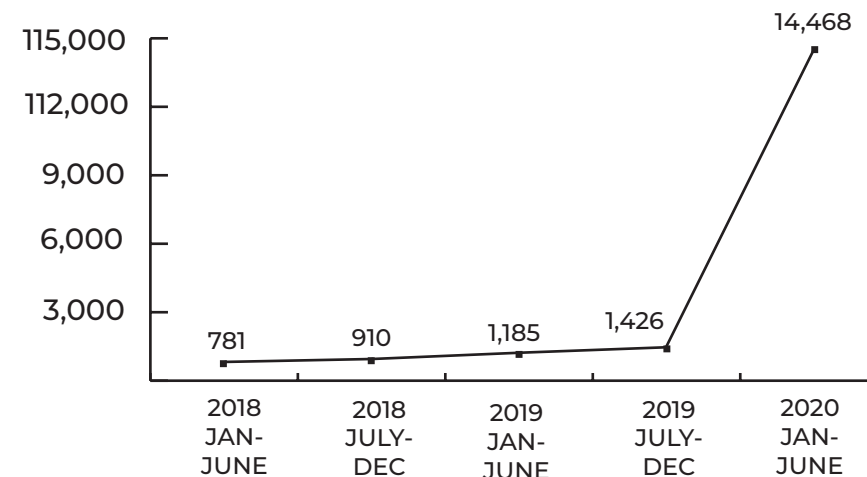
FACEBOOK GROWTH

FACEBOOK LIKES



INSTAGRAM GROWTH

INSTAGRAM FOLLOWERS



COVID-19 RESPONSE IN 2020

From March 12 - June 9, MSG conducted its biggest social media campaign ever, providing Tanzanians and other East Africans with quality and factual education about COVID-19. This campaign proved to us what a powerful tool social media can be. While spending under \$10,000, we reached 40,686,432 viewers through our posts and saw great engagement!

Reach:

40,686,432

Total Consumers (likes, comments, shares):

3,549,321

Total Post Shares:

39,531

Total Video Views:

15,433,649

US FUNDRAISING

During 2018 and 2019, Maji Safi Group continued its longtime tradition of grassroots fundraising through community events in Colorado and beyond. These events are as much about raising awareness of the global WASH crisis and MHM as they are about funding our programs. In addition, a key purpose is to give students anywhere from kindergarten through university the opportunity to learn about global issues, social responsibility, empathy, and helping others through personal effort. We call these students our 'Young Global Citizens'.

Elementary school students participated in read-a-thons, and to celebrate World Water Day on March 22, elementary and middle school students organized and participated in fun water walks. Older folks played their hearts out in our largest fundraiser, the annual Maji Safi Golf-a-

thon, dined at our annual Maji Safi and Crabs for a Cause dinners hosted by MSG board members, participated in art events, and much more. We hosted several master-level practicum students in Tanzania, providing them with the opportunity to experience a different culture and apply their knowledge of public health, engineering, and social work to our programmatic initiatives. In addition, we partnered with Rustic Pathways, who brought high school students to visit our program. The students connected with our Community Health Educators by staying in their homes, helping to build Arborloo toilets, and visiting Beach Management Units.

The figures below indicate how these community events play a key role in our fundraising efforts while providing donors with fun and enlightening experiences: Grassroots fundraising at its finest!

4 YEARS OF CELEBRATING HEALTH AT ETOWN HALL

In early December, this event features a free-to-the-public family show in the afternoon with local performing artists tantalizing the audience with singing, circus acts, juggling, hula hooping, aerial aerobics, and the all-time winner magic show. The ticketed evening event includes delicious food, drinks, dancing to great jazz, fundraising games, and shopping for gifts at our very popular holiday market that features Tanzanian and American arts and crafts as well as a wide variety of items and gift certificates donated by local businesses and restaurants.



Thanks for organizing such wonderful opportunities for our neighborhood kids to grow up really seeing firsthand how they as individuals can have a positive impact on the lives of others.

*Read-a-thon Parent
Boulder, CO*



Rustic
Pathways™



FINANCIAL OVERVIEW

Maji Safi Group is truly a global organization – we have supporters on six continents! We are so grateful for the Maji Safi Group ‘family’ that continues to fuel our disease prevention programs and improve people’s health. In 2018 and 2019, we also received some very valuable and strategic grants that helped us achieve our programmatic goals.

2018 TOP 5 FUNDRAISERS

Maji Safi Golf-a-thon	\$61,877
Colorado Gives Day	\$44,394
Beyond our Borders	\$10,000
Friends of Tanzania	\$4,937
Young Global Citizens	\$5,450

2019 TOP 5 FUNDRAISERS

Maji Safi Golf-a-thon	\$67,316
Colorado Gives Day	\$44,522
Dining for Women	\$24,998
Young Global Citizens	\$21,000
Friends of Tanzania	\$6,674



Golfers heading out to play in our annual Maji Safi Golf-a-thon where ladies from the Tuesday Women’s League at Lake Valley Golf Club play over 650 holes in one day to support MSG’s programs.

	2015	2016	2017	2018	2019
Total Expenses	\$120,794	\$196,379	\$197,476	\$273,759	\$355,127
Programmatic	\$90,907	\$163,755	\$164,014	\$210,227	\$297,362
Administrative and Fundraising	\$29,887	\$32,524	\$33,462	\$63,532	\$57,810
Revenue	\$136,890	\$190,551	\$219,219	\$302,135	\$332,390
Net Assets	\$86,541	\$81,380	\$103,123	\$131,499	\$108,762



THANK YOU DONORS

Through the generous support of individuals, foundations, universities, and other institutions, Maji Safi Group has truly made a huge impact in 2018 and 2019. As a recognized leader in the WASH and MHM sector in Tanzania, we have taught hundreds of thousands of people how to prevent water-related diseases and why disease prevention is better and by far more economical than treatment. We continue to teach more and more every day through our interactive and lifesaving programming!

Each year, our health screening results make it increasingly clear that practicing small behavioral changes is vital to personal and public health and preventing disease transmission. MSG is in a prime position to continue to promote positive behavioral changes to Tanzanians and to people all over the world. We look forward to continuing this journey together with you and the rest of our growing and trusted Maji Safi Group family!



info@majisafigroup.org • www.majisafigroup.org

