



# 2021 ANNUAL REPORT

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**ONWARDS + UPWARDS**







## LETTER FROM THE TEAM

Despite the pandemic and other uncertainties continuing around the world, 2021 was a positive year for Maji Safi Group (MSG) on both sides of the Atlantic. Maji Safi Group US once again achieved its core mission of giving financial and administrative assistance to WASH projects led by women in underserved and impoverished communities. We supported Maji Safi Group TZ, our Tanzanian sister organization, with over \$175,000 in direct grant funding, supported them in laying the foundation for their new five-year strategic plan (2021-2025), and supported them with administrative assistance. After extensive planning and examination of strengths and past successes, FOUR FOCUS AREAS were chosen to define MSG TZ's programmatic on-the-ground work and growth through 2025.

Since day one, MSG has listened to the voices of the communities where we work, and our initial premise that the WASH crisis is more of a social problem than a technical one continues to ring true. When you talk with MSG's current and past program participants about our education, it becomes clear how small behavioral improvements can make substantial changes in personal and public health, and we have taught millions of Tanzanians why disease prevention is better and more economical than treatment. But they are asking for more – better WASH infrastructure in schools, at health care facilities, and in homes. And we are heeding their voices! In 2021, we focused on conducting assessments and making plans for meeting their needs, so a combination of education and infrastructure can address the complicated problems of WASH.

Maji Safi Group is so grateful to our loyal and generous supporters. Together, we can proudly continue to create and catalyze positive, sustainable, and systemic change in some of the most underserved and impoverished areas of the world. While we continue to make progress toward our ongoing mission, our war against preventable diseases is clearly far from over. We will continue to call on Tanzanian women and youths to lead their communities towards better and healthier tomorrows!

“We are grateful to our supporters and partners for another great year and are ready to enter our second decade of improving health together!”



In gratitude,

*Maji Safi Group*



# ON-THE-GROUND ACCOMPLISHMENTS

MSG TZ completed the construction of new latrine blocks at Bwiri and Bubombi primary schools, using our SAFI/SATO design.



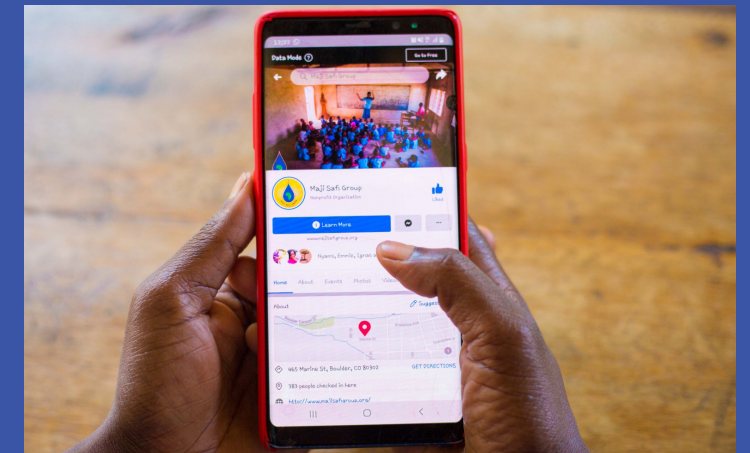
MSG TZ finished connecting running water at the Masonga Health Center and completed the construction of a six-room latrine block, using our SAFI/SATO design.



MSG TZ expanded our Female Hygiene Program and conducted a Menstrual Hygiene Health training with 17 participants from the Butiama District Council.



MSG TZ continued running School Health Clubs in eight schools and distributed menstrual hygiene materials to over 650 students in the Rorya District.



MSG TZ posted health education over 350 times on different social media platforms and continued to grow our reach with engaging and factual content, primarily targeting Tanzanian audiences.





**Dr. Bwire Chirangi**  
(Acting Executive Director)

**Pendo Messanga**  
(Accountant)

**Anuciata Benasius**  
(Program and HR Manager)

**Rachel Stephen**  
(Director of Operations)

**Rebeca Oyugi**  
(Program Manager)

**Consolata Ladis**  
(Assistant Accountant)

**George Kwilasa**  
(Monitoring and Development  
Manager)

## HUGE STEPS TAKEN

In 2021, MSG Tanzania took the huge step of becoming a 100% Tanzanian-led organization with a very competent management team that continues to drive our programs forward. MSG now has Dr. Bwire Chirangi, our long-time Board Chair and Chief Medical Officer at the Shirati KMT Hospital, as our Acting Executive Director and Rachel Stephen as our Director of Operations. They are both supported by MSG's well-established management team, whose members have been with us for several years, and our highly professional Community Health Educators.

In 2021, MSG Tanzania also took the huge step of making our data collection fully digital. The mWater Platform is now our main database for programmatic data, which enables us to monitor our programming efficiently, make data-driven decisions, and produce monitoring and evaluation reports quickly and accurately. We continued to build our staff's technological capacity through general computer education and training workshops on the mWater Platform.



# GOVERNMENT COLLABORATION

In 2021, MSG collaborated more than ever with the Tanzanian government at the district, regional, and national level. Our collaboration enables us to fill in programmatic gaps for each other and work closely on our planning to avoid wasting valuable resources on similar type projects.

IN 2021, MSG: ➤

**JUNE 2021**

Conducted one strategic engagement meeting with the Rorya District Community Health Management Team.

**SEPTEMBER 2021**

Attended a meeting with the Regional Education Officer to provide MSG program updates and receive MHH survey feedback for the assessments conducted in the Mara Region.



2021 Timeline

**MAY 2021**

Conducted three advocacy meetings with government officials in the Butiama, Bunda, and Musoma District Councils, including their District Executive Director, District Medical Officer, District Health Officers, District Community Development Officers, and District Education Officers.

**JULY 2021**

Conducted a feedback meeting on the Menstrual Hygiene Health (MHH) Survey in the Butiama District, attended by the District Executive Director, the School Water, Sanitation, and Hygiene Coordinator, and District Education Officers for primary and secondary schools.

**DECEMBER 2021**

Participated in National Sanitation Week where MSG's Director of Operations was on the planning committee, and we were a sponsor. She attended all national level meetings along with networking and tabling events.





## AN EXCITING ROAD AHEAD – OUR 2021-2025 STRATEGIC PLAN

In 2021, MSG planned for the future after completing our 2016-2020 strategic plan. While we had reached many of our goals during these past five years and proven the effectiveness of our Community Health Educator model, our ambitions and hearts' desires went further. We wanted to create more sustainable and scalable solutions, so we could bring the positive changes we have seen to a much wider geographic area. MSG has now chosen four main focus areas to guide our path and growth the next five years. They are diverse and well-aligned with both our mission and the direction in which the WASH and gender sectors are moving.

# 4 FOCUS AREAS



### WASH IN HEALTH CARE FACILITIES

Improving water, sanitation, hygiene, and waste management in Tanzanian health care facilities through in-depth hygiene education, advanced waste management, and infrastructural improvements.



### MENSTRUAL HYGIENE MANAGEMENT

Educating students and communities about women's health, creating access to feminine hygiene products, and advocating for women as they navigate menstruation and reproductive health.



### INFORMATION COMMUNICATION TECH

Promoting WASH education through social media, health hotlines, and radio shows to economically reach large numbers of people, including populations in remote areas.



### WASH HUBS

Taking a holistic and market-driven approach to improving health and livelihoods through combining WASH education and services, agricultural initiatives, microfinance, and health care under one roof.



# OUR FEMALE HYGIENE PROGRAM – POPULAR AND IMPACTFUL

In 2021, our Female Hygiene Program entered its ninth year of operations. Without doubt, it continues to be a highly popular and impactful program, and it is one of our four focus areas in our new strategic plan.



## IN 2021, MSG: > > >

- Conducted female hygiene projects at eight schools in the Rorya District and continued developing our Female Hygiene Teaching Manual. We also distributed 280 packages with reusable sanitary materials to students (pads or menstrual cups).

- Conducted end-line surveys at schools the Female Hygiene Program had worked with and recorded a short documentary at Bwiri Primary School. The documentary featured the School Health Club to show the impact our programming has on participants and highlight the challenges the school is still facing regarding menstruation.

- Completed the construction and handover of SAFI/ SATO toilets at Bwiri and Bubombi primary schools to reduce open defecation around the schools and offer privacy for menstrual hygiene management among female students. MSG also painted a mural at each of these schools that addressed growth and body changes for both boys and girls, gender balance, and specific menstrual hygiene health needs.

- Trained 17 teachers at the Bukura Secondary School and Majengo Primary School on key concepts in Menstrual Hygiene Health (MHH). Featured topics included: breaking the silence around menstruation, menstrual hygiene health materials, and safe disposal thereof. Such trainings help MSG and school management ensure the sustainability of MHH activities in the schools after MSG exits.

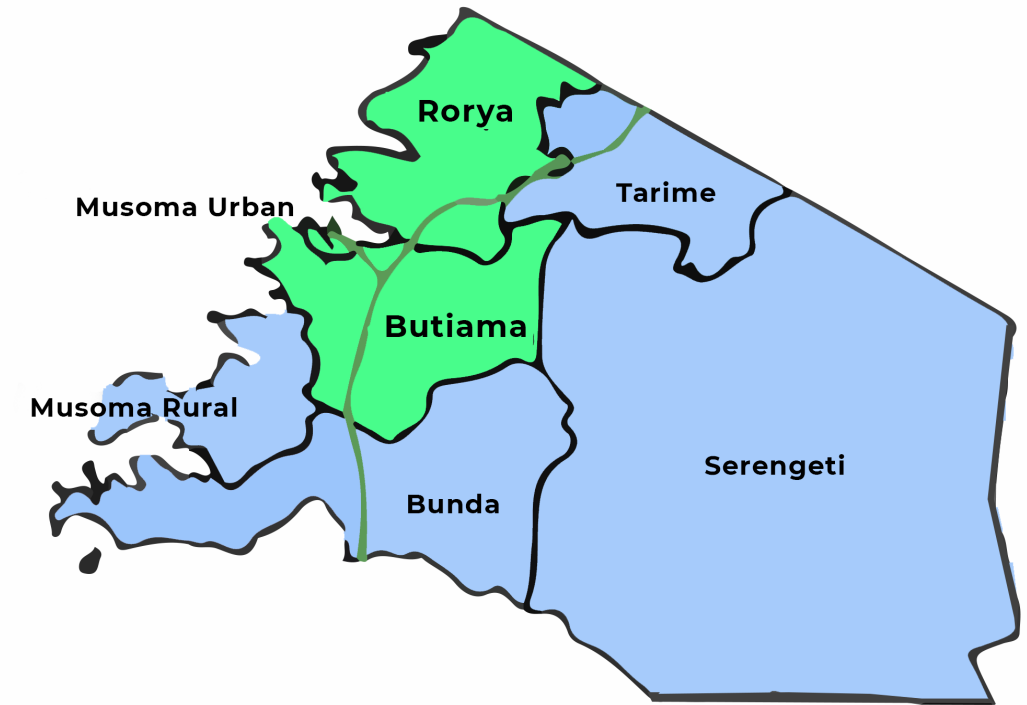


# OUR FEMALE HYGIENE PROGRAM EXPANDING GEOGRAPHICALLY

After nearly a decade of successfully implementing MSG's Female Hygiene Program in the Rorya District, 2021 became the year where we expanded into new areas in the Mara Region. Through close collaboration with the Mara Regional Education Office and Development Department, MSG conducted MHH surveys in the Butiama, Musoma Rural, and Bunda Districts to identify the most appropriate district. About 325 female students and 15 staff members, including headmasters, headteachers, and health teachers, participated in the survey.

The Butiama District was chosen because of its huge need and proximity to the MSG headquarters. As part of the plan for expansion, MSG is taking a highly collaborative approach to implementation by focusing on advocacy with local government officials and building teacher capacity to run the School Health Clubs that serve as the program's backbone.

MSG prepared for starting these clubs in 2022 by conducting a capacity-building training with 17 participants from the Butiama District. Participants included 12 teachers from secondary and primary schools, three reproductive and child health officers, and two District Education Officers. The primary goal of the training was to acquaint participants with MHH information – knowledge that will be crucial for running the School Health Clubs and other MHH activities in the district.





# A NEW FRONTIER – WASH IN HEALTH CARE FACILITIES

In 2021, MSG joined the international WASH community to improve the abysmal conditions in Health Care Facilities (HCFs). In so many parts of the world, contracting healthcare-associated infections (HAIs) and secondary diseases while receiving treatment is all too common, health care workers do not have the resources needed to stay safe and perform their work in a professional manner, and in the surrounding areas, people are at risk of contamination from improper disposal of infectious medical waste – all due to lamentable WASH conditions!

For this new WASH in HCFs program, we are incredibly grateful to have the committed support from our longtime partners at the Shirati KMT Hospital and the Rorya District Medical Office. Together, we will build sustainable and systematic approaches that can be adopted on a larger scale and facilitate systemic change.

We started by conducting a WASH in Health Care Facilities (HCF) Baseline Assessment in 20 HCFs in the Rorya District and found that 2/3 did not have an improved water source, fewer than 10% of latrines had a hand-washing station within five meters, and only one HCF had drinking water available to patients and staff.



## IN 2022, WE PLAN TO:

o Provide a borehole to two HCFs

o Build latrines at four or more HCFs

o Do a baseline assessment of 20+ HCFs in the Busega District

o Build two incinerators or burning chambers at HCFs

o Provide proper personal protective equipment at 10+ HCFs



# OUR PLAN OF ACTION FOR WASH IN HEALTH CARE FACILITIES (HCFS)

Starting the WASH in Health Care Facilities Program in 2021 revealed a tremendous need for improving HCFs in Tanzania. Our first project involved making infrastructural improvements and teaching hygiene at the Masonga Health Center. We completed the construction of six SAFI/SATO latrine stalls, completed the installation of piping for a water-treatment system, and started the construction of an incinerator.

Given the huge need, we plan to keep expanding this program in 2022 and beyond. We will work with both government and private health care facilities, no matter how remote, and focus on meeting a variety of needs, including WASH infrastructure, hygiene education, environmental cleaning standards, and waste management. By using our collective networks to mobilize resources, we will bring dignity and safety to medical treatment for as many people as possible.



**BEFORE**

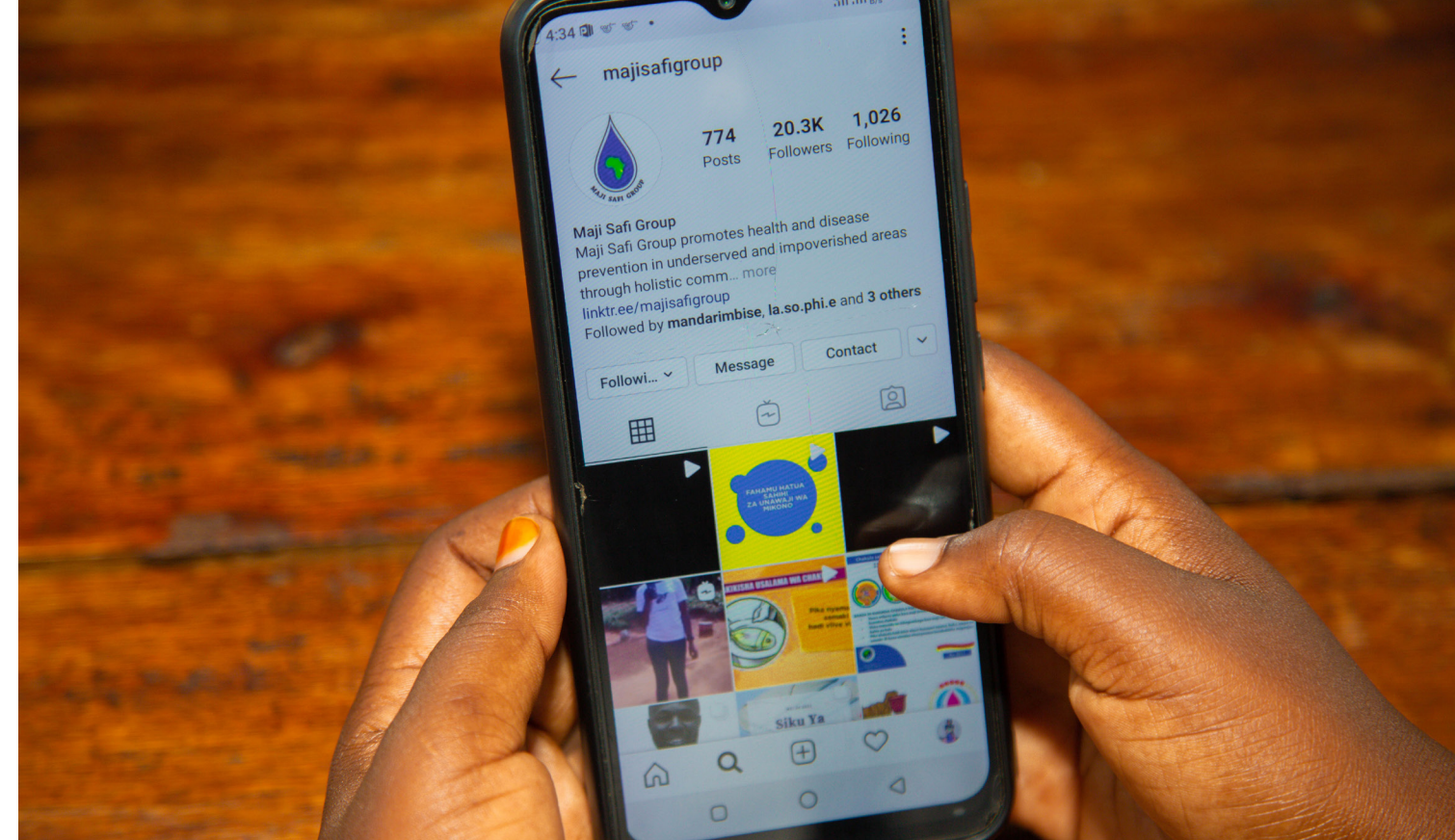


**AFTER**



# BRINGING WASH EDUCATION TO THE MASSES

Prior to COVID-19 entering our lives, MSG had already used Information Communication Technology (ICT) – social media, radio shows, and our longstanding health hotline – to make it easy for our participants to receive reliable health education from anywhere and on their own time. In 2020, MSG collaborated extensively with health authorities and ran a huge ICT campaign that brought information about preventing COVID to millions of people in East Africa. Further realizing how versatile, economical, and efficient ICT is as a learning tool inspired MSG to make it one of our four focus areas. ICT gives us the ability to facilitate rapid change at a local, regional, national, and international level, while our growing, in-person programming continues to primarily help people in the Mara Region.



In 2021, MSG started working with Brown Best Creative Media (BBC Media) based in Mwanza, Tanzania, to manage five social media channels and grow our impact through consistent messaging in both Swahili and English. We will continue to build on this collaboration and actively pursue new partnerships with radio stations, media houses, and influencers to make quality health education available to the masses.







## WASH HUBS – GATHERING SERVICES UNDER ONE ROOF

Throughout 2021, MSG worked hard on planning our first Water, Agriculture, Sanitation and Hygiene Hub (WASH Hub). WASH Hubs will provide surrounding communities with a nice gathering point where people can learn about different technologies and habits they can adopt to live healthier and more productive lives. It is our goal to give customers access to innovative microfinance and market-driven solutions to bring together the traditionally separated Water, Agriculture, Sanitation and Hygiene sectors. MSG believes that tying these sectors into stronger knots can deliver social and environmental benefits, increase incomes, and improve public health. The WASH Hubs are being designed by a highly qualified group of professionals from around the world, who have been working hard to make sure our plans and budget are realistic, conservative, and achievable.

In 2021, the team created a design, made cost estimates, built partnerships, started to raise funds, and conducted a hydrological survey at the first proposed WASH Hub plot in the village of Sokorabolo. Construction will start in 2022.





## US OPERATIONS

Throughout 2021, the pandemic continued to limit, but not totally shut down, our ability to conduct our US programming and grassroots fundraising. Despite limitations, we were able to host two successful events, but we truly missed being able to work with our Young Global Citizens. Bruce Pelz continued as President of Maji Safi Group US, but spent several weeks in Tanzania, assisting with administrative support as well as programmatic planning and implementation.

The US Board of Directors performed director evaluations, created mutually agreed upon SMART goals with our management, and designed new PR materials that reflect the four focus areas in our 2021-2025 strategic plan.



On May 28, we celebrated Menstrual Hygiene Day with a small luncheon where women shared personal stories about menstruation and discussed different cultural views of reproductive health and gender equality. They also had the opportunity to shop at our market that features arts and crafts items from Tanzania and the US as well as donations from local businesses and restaurants.



On September 10, our annual Maji Safi Golf-a-thon was once again an enormous success with 25 women from Lake Valley Golf Club in Colorado braving extreme heat and enthusiastically playing 678 holes in one day! The Golf-a-thon continues to be MSG's biggest fundraiser each year and raised about \$45,000 from approximately 100 donors.

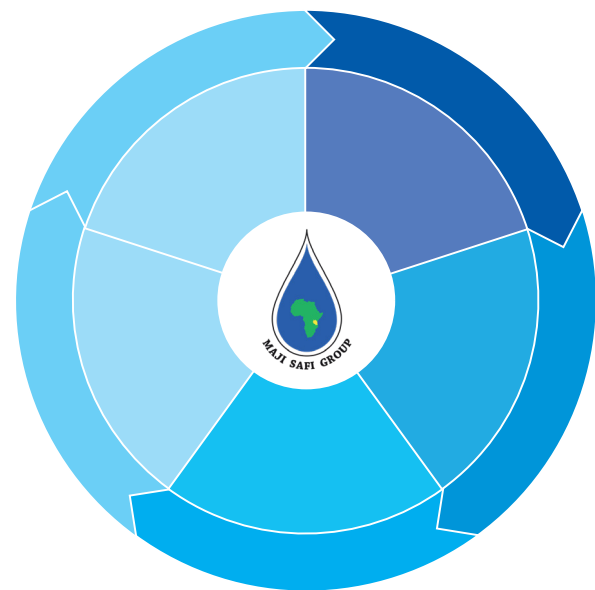


**In 2022 MSG had donors from six continents.**



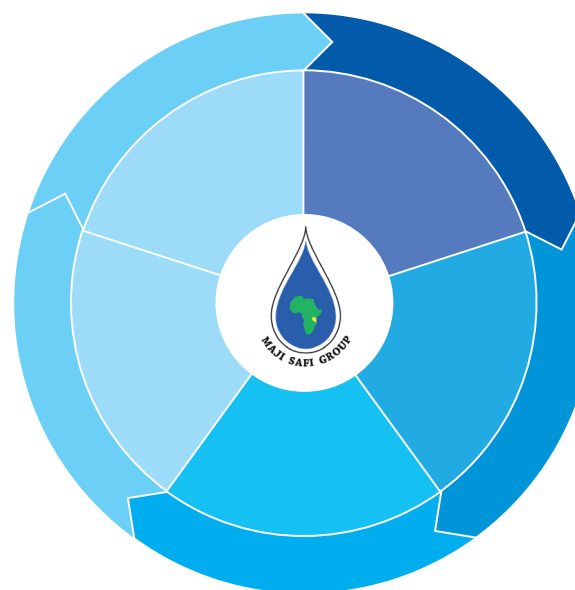
# FINANCIALS

As the world continued to reel from the human, social, and economic impact of the COVID-19 pandemic, MSG once again benefitted greatly from receiving grants and especially from the generous support of hundreds of loyal donors. While 2021 was not one of MSG's best fundraising years, we were able to offset our decreased income by reducing our expenses. We ended 2021 on solid financial ground like that of previous years. MSG US also received full forgiveness for our 2020 Payroll Protection Plan (PPP) Loan of \$19,375 and received a second PPP Loan for the same amount to continue to help us make it through the COVID-19 era.



## Overall Financials

o Total income	→	\$266,142
o Total Expenses	→	\$269,735
o Net Assets	→	\$105,169



## Expenses

o Total Expenses	→	\$269,735
o Program Expenses	→	\$214,732
o Fundraising Expenses	→	\$23,849
o Management Expenses	→	\$31,155





## MOVING INTO MSG'S 10TH YEAR OF LIFESAVING HEALTH EDUCATION

Sometimes, it is hard to believe how far Maji Safi Group has come during our first ten years as an organization – from a small public health pilot project under the Shirati KMT District Hospital to one of the leading Non-Governmental Organizations in the Rorya District and Mara Region. We have always believed that it is more important to bring a big change in a small place than a small change in a big place. And that we have done!

That being said, we have also learned how impactful our work is and how much it is needed throughout the Lake Victoria Zone. Over the next ten years, MSG intends to scale our programming to a larger geographic area while continuing to create substantial change. We also intend to move towards more income-generating activities to make our programming more sustainable and scalable. By continuing to promote participatory development, putting women and youth at the center of improving health and livelihoods, and collaborating efficiently across many sectors, we passionately believe that our best years lie ahead!



MSG's original nine Community Health Educators back in 2012.



# Thank You

Maji Safi Group is sincerely thankful to all our loyal supporters and partners who enabled us to continue our invaluable work through the uncertain times of the COVID-19 pandemic. We understand the economic pressures families, businesses, and grant makers have gone, and are still going through, and the fatigue of keeping on during such unpredictable times. We are grateful that we continued to move forward together in 2021. Let's keep on going!



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