



**MAJI SAFI GROUP
10 YEARS OF BUILDING
COMMUNITY HEALTH**







YEAR ANNIVERSARY



Maji Safi Group had an amazing 2022! We continued to grow our impact through record fundraising and increased program implementation, and we provided lifesaving education to over 200,000 participants through our Community Health Educator model. In addition, our Tanzanian management team continued to improve systems to ensure cost-effective programming and important impact monitoring.

We are proud to share the 2022 Annual Report – 10 YEARS OF BUILDING COMMUNITY HEALTH. It reflects a decade of hard work! In these pages, you will find impact in numbers, read stories of change, and, most importantly, learn about improved livelihoods.

In October, we hosted our 10th anniversary weekend. It filled our hearts with joy as we celebrated our growth, appreciated our continued community support, and cherished our mission: Bringing holistic community development to the most underserved and impoverished communities in Tanzania while having fun doing it!

As we enter our second decade of operations, we feel like we have the wind at our backs. With your loyal support, we continue MSG's momentum into the future.

*In gratitude,
Maji Safi Group*





YEAR ANNIVERSARY

In October, we celebrated MSG's 10th anniversary in Shirati. Over two days, we honored our continued community support, celebrated years of positive programming, shared stories with donors and board members, and made new memories!

A big thank you to those who attended and those who made the event possible.



COMMUNITY CELEBRATION

To thank the Shirati community for its 10 years of partnership, we hosted a free concert, including a handful of local musicians and the famous Odosh Jasuba's Luo jazz tunes. MSG staff offered disease prevention education and an opportunity for blood donations. Thousands of community members enjoyed a long night of dancing. Everyone went home with tired legs and full hearts.



YEAR ANNIVERSARY



REACH
Shirati



STAKEHOLDER CELEBRATION

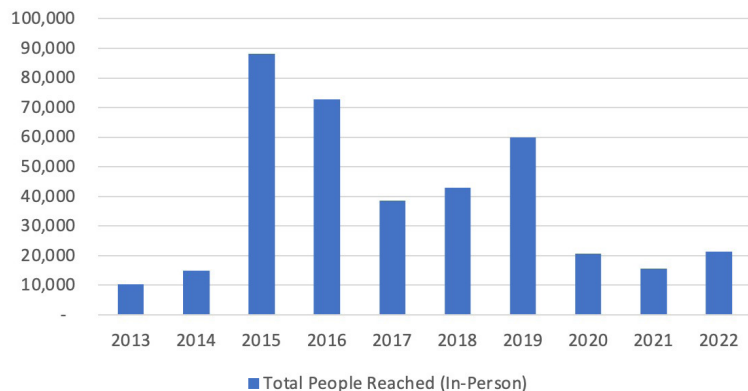
Following the community celebration, we gathered nearly 100 partners and stakeholders to thank them for their decade of support. The Rorya District Executive Director and the District Administrative Secretary honored us with their participation. Other public and private community partners included government officials, representatives from financial institutions, current and former staff members, visitors from MSG's U.S. board, and other key community members. MSG's Tanzanian Board Chair, Dr. Chirangi, emceed the event, and everyone enjoyed food, dancing, and awards.



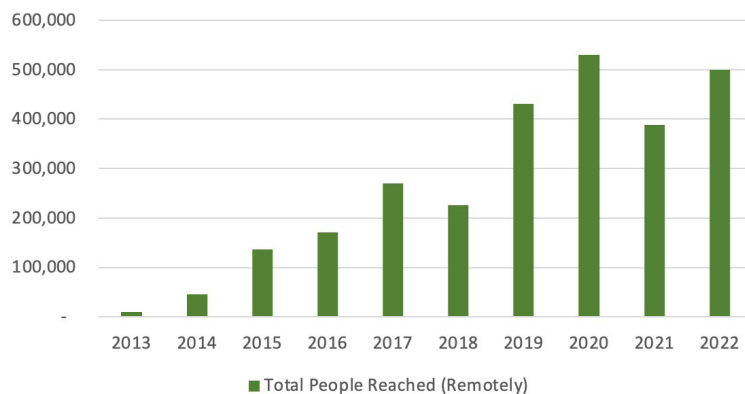
10 YEAR ANNIVERSARY

10 YEARS OF COMMUNITY-WIDE IMPACT:

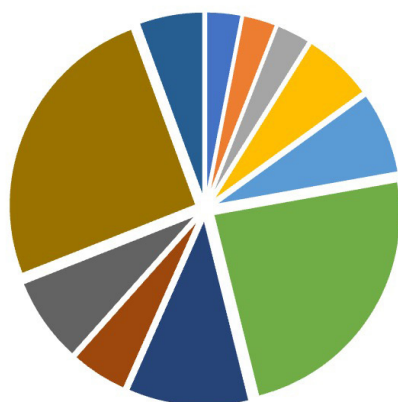
Total People Reached (In-Person)



Total People Reached (Remotely)



In-Person Participants By Program



- Home Visit
- After School
- Disease Prevention Center
- Singing and Dance
- Maji Safi Cups
- Outreach
- Female Hygiene
- Hotline
- Health Screenings
- Cholera Outreach
- Services (i.e., water, sanitation)

**375,000
People
Reached
In-Person**



YEAR ANNIVERSARY

From 2012 to 2022, MSG has directly impacted approximately 375,000 community members through its in-person programming, services, and outreach. Over this decade, MSG has successfully and consistently doubled (sometimes tripled) its programming efforts year-over-year in an effort to reach an inclusive and community-wide impact model.



LONG-SERVING COMMUNITY HEALTH EDUCATORS

At MSG, we are very proud to be an organization that provides quality long-term employment for our amazing staff! We are even prouder to have watched five of our CHEs grow with us from our humble beginnings in 2012.

**4,800,000
People
Reached
Remotely**



HOTLINE

- Total Reach - 18,486 people
- Total Calls - 9,181 calls
- Total Messages - 9,305 SMS



RADIO

- Total Reach - 2,060,638 people
- Total Shows - 208 airings
- Average Listeners - 9,907 people



SOCIAL MEDIA

- Total Reach - 2,239,927 interactions



YEAR ANNIVERSARY

HEALTH SCREENINGS

Decreased Disease, Increased Resilience



From 2015-2019, MSG conducted a free Health Screening Program.

Over the five years, 26,650 participants were tested and treated for water-related diseases (intestinal worms, amoebas, malaria, and schistosomiasis) and provided with water, sanitation, and hygiene (WASH) education. The test data clearly indicated that people who participate in MSG's WASH education are healthier than those who do not.

**DATA INDICATED THAT FAMILY MEMBERS OF
PROGRAM PARTICIPANTS ALSO BENEFIT
FROM WASH EDUCATION.**

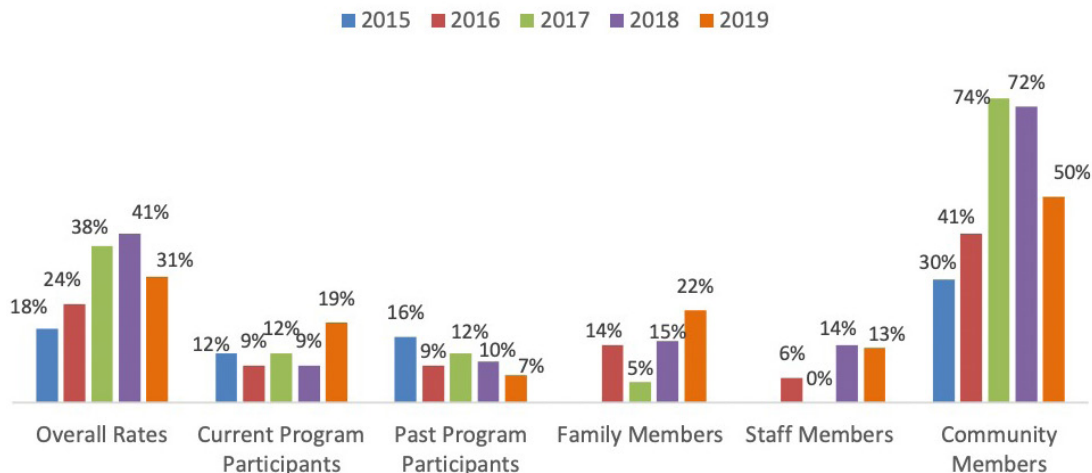


YEAR ANNIVERSARY

DRASTICALLY REDUCED TEST RESULTS

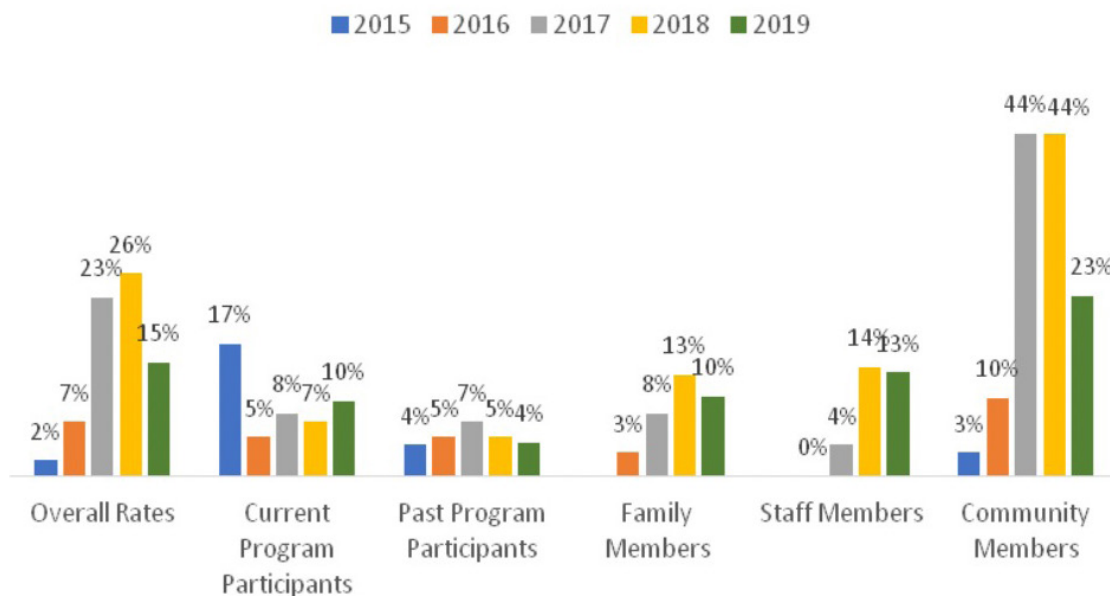
The test data clearly indicated that people who participate in MSG's WASH education are healthier than those who do not.

5-Year Intestinal Worm Disease Rates



Note: Community Members are people living in the area who have not directly been part of MSG's programming.

5-Year Schistosomiasis in Stool Disease Rates



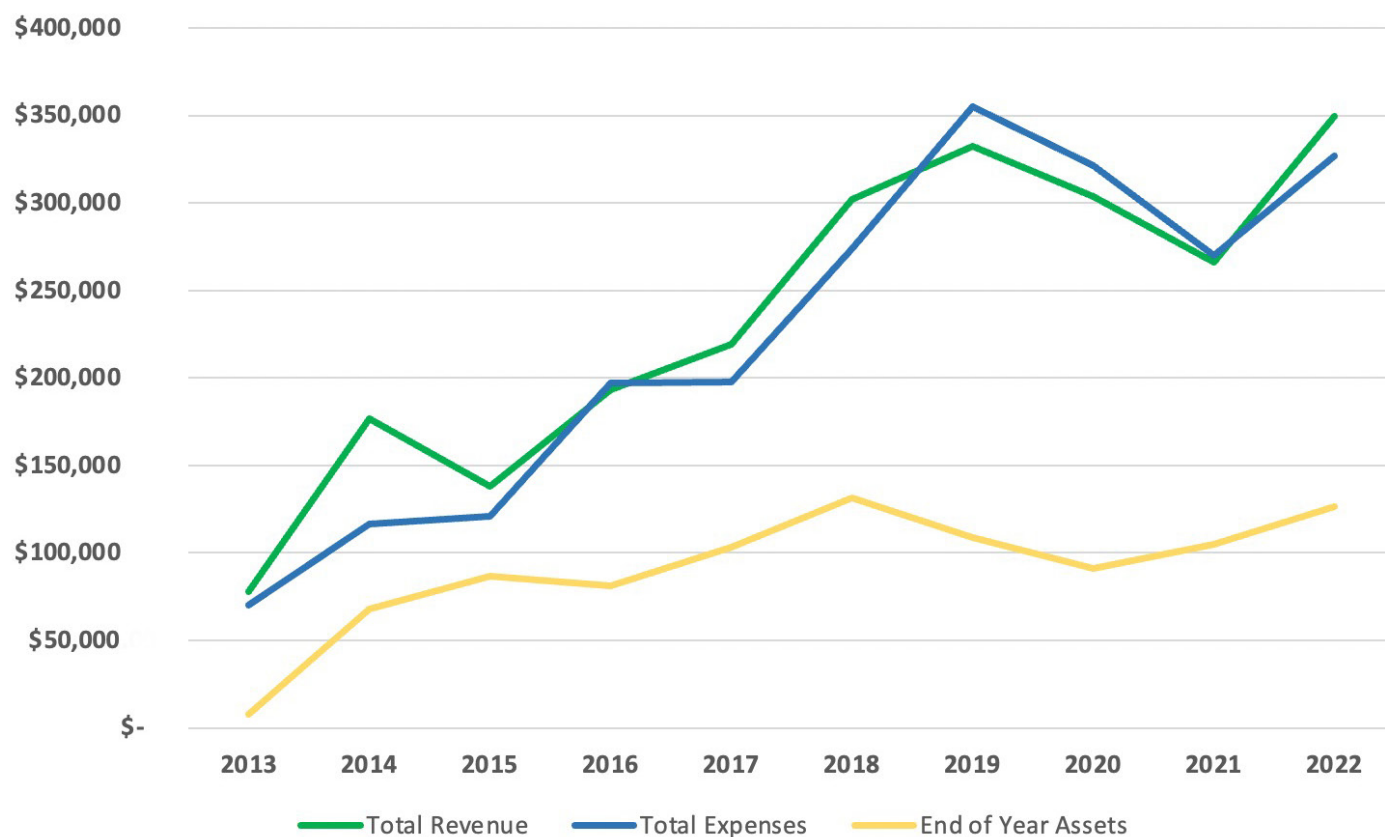
HEALTH EDUCATION BUILDS RESILIENCY



YEAR ANNIVERSARY

FINANCIALS

From humble beginnings, Maji Safi Group has grown into a stable and reliable partner for institutions in Tanzania, the U.S. and beyond. Thanks to your loyal and generous support, we continue to make a big impact every year! We are a lean and mean machine with our biggest priority always being to serve vulnerable people in Tanzania.



NO ONE HAS EVER BECOME POOR FROM GIVING.
-ANNE FRANK



2022 FINANCIALS

✓ Total Income : \$349,328

✓ Total Expenses : \$326,693

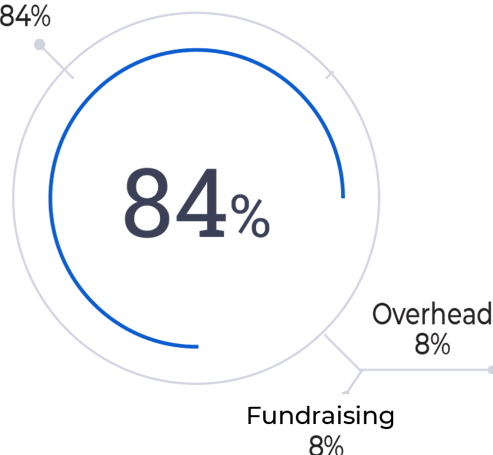
• Programmatic \$275,905

• Overhead \$26,385

• Fundraising \$24,405

✓ Total Assets \$126,234

Program Services
84%



MENSTRUAL HYGIENE HEALTH PROGRAM

Continuing to Make Girls and Boys Thrive



This cornerstone MSG program continues to provide a safe learning environment where both female and male students can learn about menstrual and reproductive health, where female students receive resources to manage their menstruation, and where all students are empowered to stay in school and become community leaders and change makers.

In 2022, the established MHH program continued to operate in eight schools in the Rorya District and six schools in the Butiama District.

Program highlights from 2022 include:

- ➡ Adding **3** new schools (ending the year with a total of 17 schools).
- ➡ Renovating **3** classrooms into Menstrual Hygiene Health Labs.
- ➡ Reaching approximately **5,000** students through School Health Clubs and outreach lessons.
- ➡ Reaching approximately **1,000** additional community members through community events like Menstrual Hygiene Day.



MENSTRUAL HYGIENE HEALTH LABS

A New Approach in an Original Program



In 2022, MSG piloted MHH Labs in three secondary schools, Sarungi, Katuru and Tai, adding a new approach to the established MHH program.

“
This Project will be a good opportunity for our girls to learn about menstruation and their body changes in a safe space. Generally, our culture doesn't allow us to talk about menstruation in public. With the MHH Lab, our girls will not have to be worried about cultural norms. ”

– Committee Chairperson
Katuru Secondary School

“
When I was growing up, no one told me about puberty and menstruation. This room will give our girls what our parents did not give us. ”

– Parent of a club participant from
Tai Secondary School



WASH IN HEALTH CARE FACILITIES

Preventing Healthcare-Acquired Infections



Creating healthier communities is at the center of MSG's work, and our WASH in Health Care Facilities (HCFs) Program is central to this vision. Program highlights in 2022 include:



Disease Prevention Centers (DPCs) continued at five locations, and we added two new dispensaries.

40% of DPC participants go on to properly treat drinking water at home.

50% reported that they know where to purchase WASH products.

96% reported experiencing zero incidents of diarrhea in their home in the weeks following WASH lessons.



Improving WASH infrastructure continued in 2022, and MSG created a Circuit Rider Program in cooperation with the District Medical Office to ensure sustainability and maintenance of WASH infrastructure and quality of patient care. Circuit riders visit HCFs and do assessments every month to make sure changes are continued and adopted.

WASH IN HEALTH CARE FACILITIES

Changing the Trajectory of Health Care Centers



In 2022, we built:



Two temporary rainwater harvesting systems at the Panyakoo Dispensary (5,000 liters)



Five new latrines with plumbing at the Masonga Health Center



Three new latrines with plumbing at the Panyakoo and Bugire dispensaries



One new incinerator at the Masonga Health Center

In 2022, with the generous support from the LUSH Charity Pot, MSG partnered with the **Masonga Health Center** to improve WASH facilities.



Improvements included water supply and treatment systems, latrines, incinerator, and hand-washing stations.



This program has significantly improved the quality of care provided at one of the largest health care centers in the Rorya District.

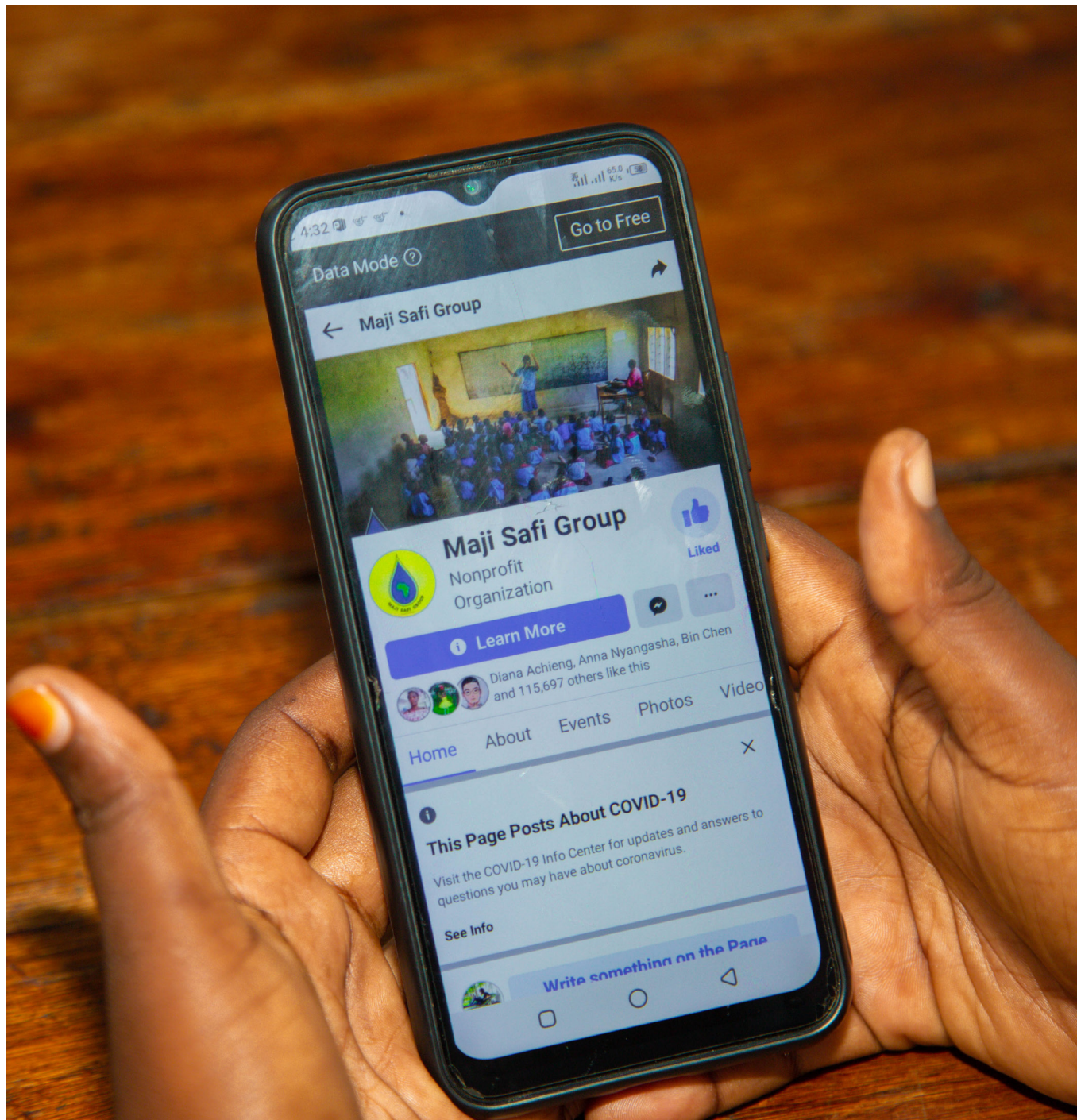


A WASH Facilities Improvement Team (FIT) was instituted for monitoring and securing long-term functionality of WASH infrastructure and services.



INFORMATION COMMUNICATION TECHNOLOGY

Cost-Efficient Community-Wide Education



IN 2022, MSG CONTINUED AND EXPANDED ITS HEALTH MESSAGING CAMPAIGNS THROUGH INFORMATION COMMUNICATION TECHNOLOGY (ICT) TO REACH NEW AND DISTANT COMMUNITIES.

INFORMATION COMMUNICATION TECHNOLOGY

Reaching People Where They Are



Continued Hotline Program for educating people in hard-to-reach areas and men who are often engaged in the workplace during our outreach:

1. Received approximately **1,200** phone calls.
2. Sent approximately **2,500** WASH-related SMS messages.
3. **2x** calls and messages compared to 2021.



Continued broadcasting health information through the Bunda FM radio show, doing a total of **12** shows and reaching approximately **15,000** listeners per episode across the Lake Zone and the central regions of Tanzania.

Broadcasted **2** pilot programs on Radio Free Africa (RFA), covering all mainland regions in Tanzania as well as Burundi, Rwanda, Uganda, and Kenya.



Continued social media messaging, reaching approximately **2,000,000** followers (68.1% men and 31.9% women between the ages of 25-34).

WASH HUBS

Moving Toward Holistic Services



MSG's newest and most innovative concept — the WASH Hub — is designed to be a one-stop resource center for rural communities with many essential services under one roof. In 2022, MSG broke ground on construction, drilling a borehole with a solar-powered water pump to provide a safe water source for the community! Additionally, we started building an office, a security house, a laundry block, and a solar-powered energy system to further serve the community.



Future WASH Hub additions will include:



The sales of clean water at an affordable price



Agricultural education, inputs (i.e., seeds and fertilizers), and financing



Sanitation product sales, distribution, and innovation



Hygiene education and supplies (i.e., soaps, water treatment, etc.)

At MSG, we believe that the best way to alleviate poverty is by providing people with technology, education, access to finance, and good WASH infrastructure. The WASH Hub is a holistic and sustainable approach to meeting this vision.

INFLUENCE AT A NATIONAL LEVEL

Part of the Conversation



In 2022, MSG continued to influence the WASH sector at a national level by participating in several networks and coalitions to improve the WASH and MHH climate in Tanzania. In addition to sharing our impact and lessons learned with our many partners, we continued to learn from the successes and failures of others.



MINISTRY OF HEALTH'S WASH PILLAR

Within this association, MSG's Executive Director, Rachel Stephen, participated in regular monthly meetings with the aim to monitor disease outbreaks, such as cholera and COVID-19, and help organize cross-sectoral initiatives.



MENSTRUAL HYGIENE HEALTH COALITION

Within this coalition, MSG participated in all quarterly and annual meetings and hosted the interactive MHH Lab at the National Menstrual Hygiene Day celebration in Dodoma.



TANZANIAN WATER AND SANITATION NETWORK

Within this network, MSG continued to be the leading member in the Lake Zone and hosted network meetings.

MAJI SAFI GROUP U.S.

A Year of Growth



At its core, MSG in the United States is a fundraising and administrative support arm for the work MSG does on the ground in Tanzania.

On the administrative side, both organizations continued to improve reporting and grant writing collaboration and set new goals to grow the budget to the \$500,000 level and beyond. In addition, MSG has its strongest systems to date for efficiently tracking and reporting program effectiveness from both an impact and a financial perspective.



IN 2022, THE ORGANIZATION SET RECORDS FOR THE AMOUNT OF GRANT MONEY TRANSFERRED TO TANZANIA AND REDUCED OVERHEAD AND FUNDRAISING EXPENSES TO THEIR LOWEST LEVEL IN MORE THAN FIVE YEARS.

MAJI SAFI GROUP U.S. SPOTLIGHT

Our Most Dependable Fundraiser



The 9th Annual Maji Safi Golf-A-Thon

The sky was a clear blue, the grass a crisp green, and the enthusiasm palpable when 24 female golfers teed off to support rural Tanzanian communities in the 9th Annual Maji Safi Golf-a-thon.



OVER THE YEARS

Even before play began, the event had generated generous support from over 100 donors. By the time the sun had set, the golfers had played 768 holes, made six birdies, scored 1,302 Stableford points, eaten a lot of cobb salad, and raised \$55,000 to support MSG Tanzania!

\$436,478

Total Raised



5,850

Total Holes



\$74.61

Avg. per hole



GLOBAL EDUCATION

Training Future Generations in Sustainable Community Health



In 2022, MSG continued its practicum program, hosting two Swiss midwives at the Shirati KMT District Hospital. This program provides visiting midwives with valuable hands-on experience, supports MSG's MHH focus area, and contributes to ongoing improvements to the maternity ward at the hospital. It is a win-win program for all collaborators.



“WORKING ALONGSIDE SHIRATI KMT HOSPITAL STAFF AND MAJI SAFI HAS BEEN A GREAT EXPERIENCE! WITNESSING SO MANY STRONG WOMEN GIVING BIRTH HAS BEEN VERY INSPIRING FOR ME AS A MIDWIFE AND HAS TAUGHT ME MANY NEW SKILLS. I WILL ALWAYS THINK FONDLY OF MY TIME IN TANZANIA AND ITS BEAUTIFUL PEOPLE.”



Thank You!

Without our loyal supporters, Maji Safi Group's impact would not be possible. Your generosity has provided the foundation for making an impact that will last for generations. The more you continue to give, the more we can continue to serve!

This year was our strongest since the global pandemic started in 2020, and we are excited to grow even further in 2023. We are especially proud of our Community Health Educators who, for the past decade, have been at the frontline of sustainable, cost-effective health improvements in underserved communities! They work tirelessly to catalyze personal and public health improvements.

We are excited to see where the next decade takes us! Please don't hesitate to reach out and see how we can all continue to collaborate and build the Maji Safi Group community.



MAJI SAFI GROUP RECEIVES DONATIONS
FROM ALL AROUND THE WORLD!

