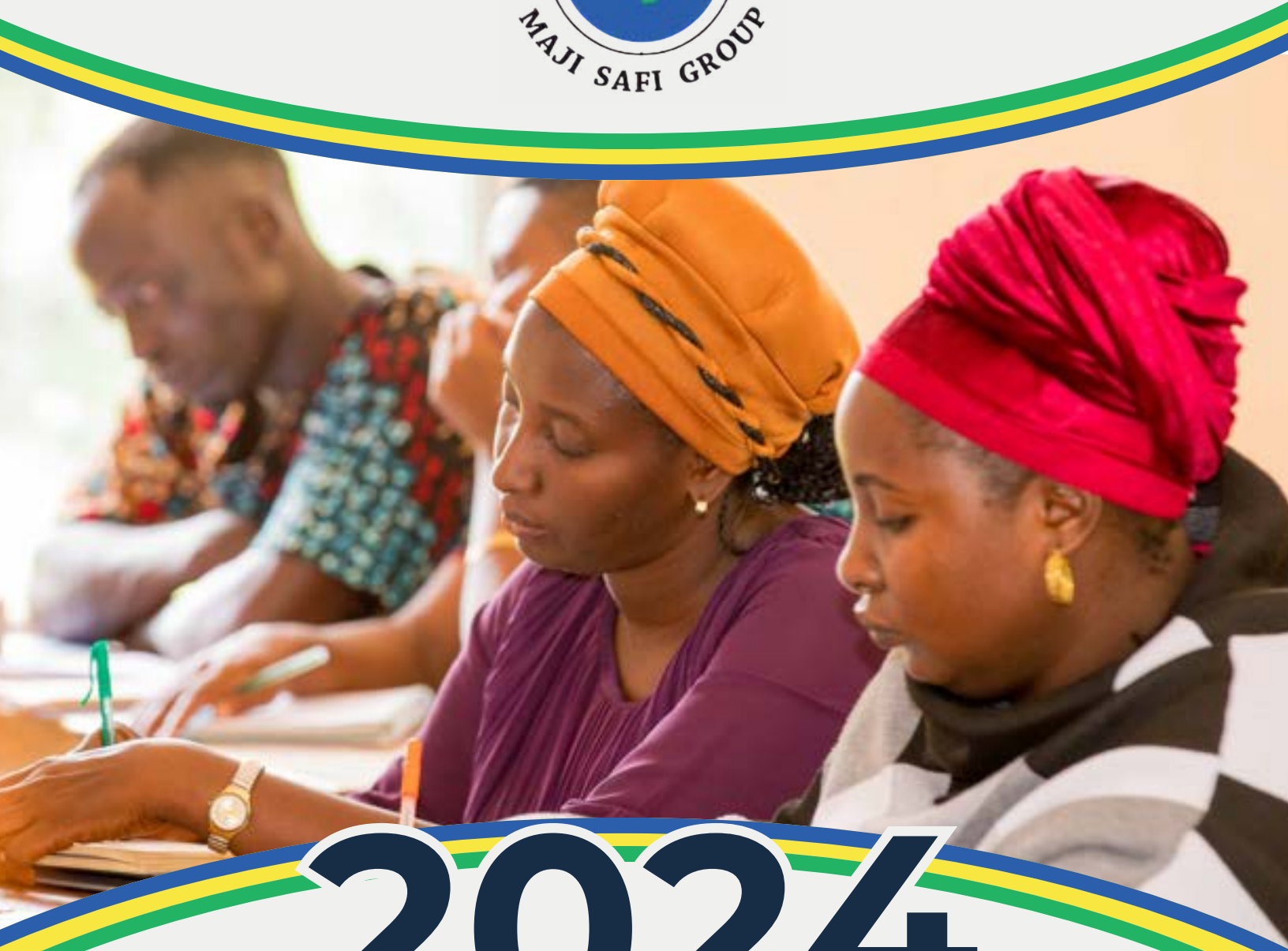




2024

ANNUAL REPORT

For many reasons, 2024 was a monumental year for Maji Safi Group. Joining hands with amazing communities and stakeholders to improve health outcomes and livelihoods is a great honor. Our work is a testament to sustainability and participatory development.

We grew to new heights by expanding Menstrual Hygiene Health programming into three new districts, including in two new regions. In addition, our team of qualified MHH trainers built the capacity of partners in four countries across Sub-Saharan Africa.

We saw significant growth incorporating income-generating programs into our operations through water distribution and improved agriculture. Our water truck delivered over 1,000,000 liters of water and generated enough sales to cover all distribution costs.

We made significant organizational strides by updating our website and publishing our 2021-2026 Strategic Plan. While MSG continued to make progress in all four focus areas, we also prioritized new and continued public and private partnerships to amplify our impact and share experiences.

We constructed our first major physical asset, WASH Hub #1, including a 1,405 square foot community room for events and education, an office, a borehole, a laundry block, carafes for livestock, and rental facilities for agricultural machinery. The facility will support local farmers and families in accessing WASH and agricultural products.

Finally, 2024 was very special for MSG, as we broke our record for the most money raised and the most money sent to Tanzania in a calendar year. This is a testament to all the hard work we have put into improving our systems and setting ourselves up for sustained growth.

We are prepared to continue expanding our impact into 2025 and beyond.



Rachel Stephen
Tanzania Executive Director



Bruce Pelz
US President

PROGRAM IMPACT

Menstrual Hygiene Health



26,521 People reached

42 Active MHH Clubs

7 Active MHH Labs

WASH in Health Care Facilities

14 HCF partnerships focused on outreach

891 Community members reached

2,403 Kids screened for malnutrition



Information Communication Technology



4,059 People reached through SMS

1,857 People reached through calls

600k People reached through radio

Climate Resilience

1 million

Liters of water distributed

28,640

Residents serviced via WASH Hub #1



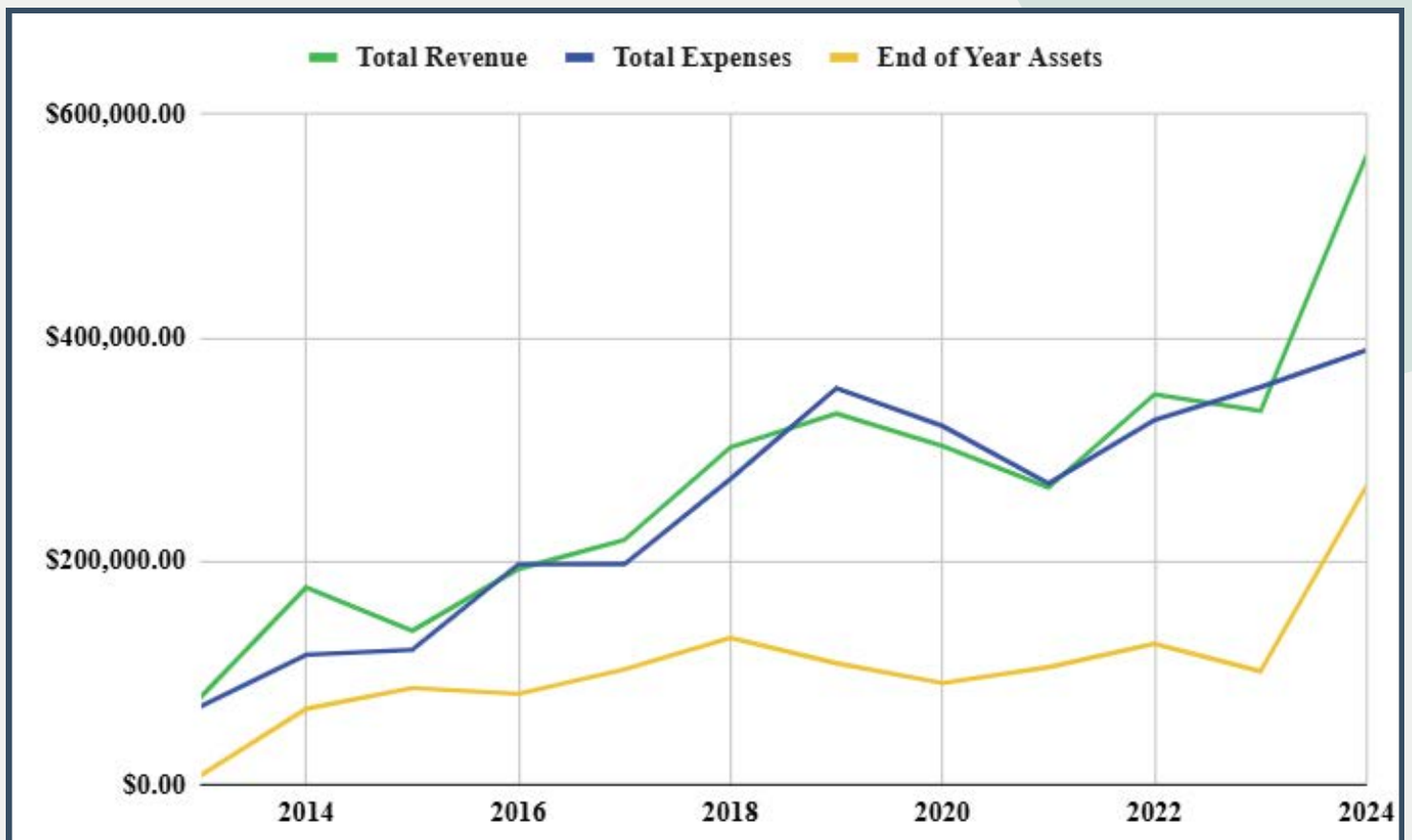
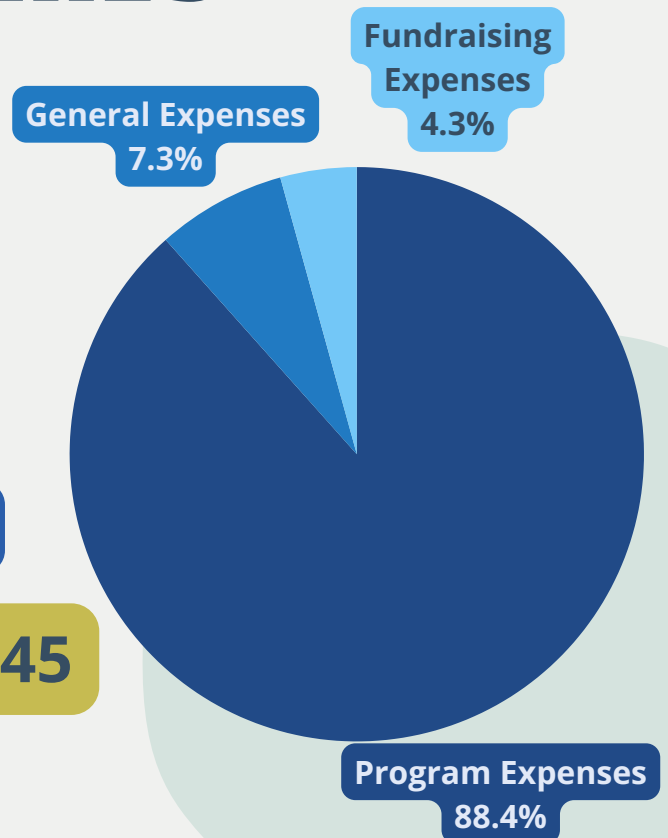
FINANCIALS

Total Revenue: \$563,717

Total Expenses: \$389,076

- Program Expenses: \$343,987
- General Expenses: \$28,384
- Fundraising Expenses: \$16,705

End of Year Assets: \$267,645



PARTNERING FOR GROWTH

Strategic partnerships are one of the cornerstones of Maji Safi Group's mission to improve health and well-being in Tanzania and beyond. By aligning with mission-driven organizations, MSG amplifies its impact, expands its reach, and brings critical services to underserved communities.

2024 partnerships included growth in our **Public-Private Partnerships (PPP)** – working hand-in-hand with the Government of Tanzania at the district, regional, and national levels. Additionally, we saw strategic growth with global partners and networks, including **Project C.U.R.E., Center for Affordable Water and Sanitation Technology (CAWST), and Street Business School.**



These partnerships deepened our impact in our own community, while also expanding our message and technical expertise across borders.



***In every case,
strategic partnerships
allow MSG to scale,
innovate, and serve —
creating lasting
change in Tanzania.***

PUBLIC-PRIVATE PARTNERSHIPS

What is the partnership? A longstanding collaborative relationship with government institutions, including the Rorya District, the Mara Region, and the national government.



When did it start? From our founding, MSG has worked with public institutions like the Ministries of Education and Health to align our work with government priorities and community needs. In 2024, we saw increased public partnerships through several key initiatives:

- Launching a water distribution project with the Rural Water Supply and Sanitation Agency (RUWASA), extending water access from the MSG WASH Hub to the Sokorabolo village center and the Sokorabolo Dispensary.
- Participation in National Sanitation Week and the official launch of the "Mtuni Afya" ("Every Person is Healthy") campaign in Dar es Salaam.
- Welcoming the National Uhuru Torch at the WASH Hub, symbolizing the government's recognition of our work to promote development and progress within the Rorya District.

How does it strengthen MSG's mission?

When we actively collaborate with the Government of Tanzania, we ensure our programs receive the ownership and validity needed to be sustainable.

**National
recognition
with Uhuru
Freedom
Torch!**



PROJECT C.U.R.E.

What is the partnership? A partnership with the US-based NGO Project C.U.R.E. to distribute critical medical supplies to 10 health care facilities in the Rorya District.

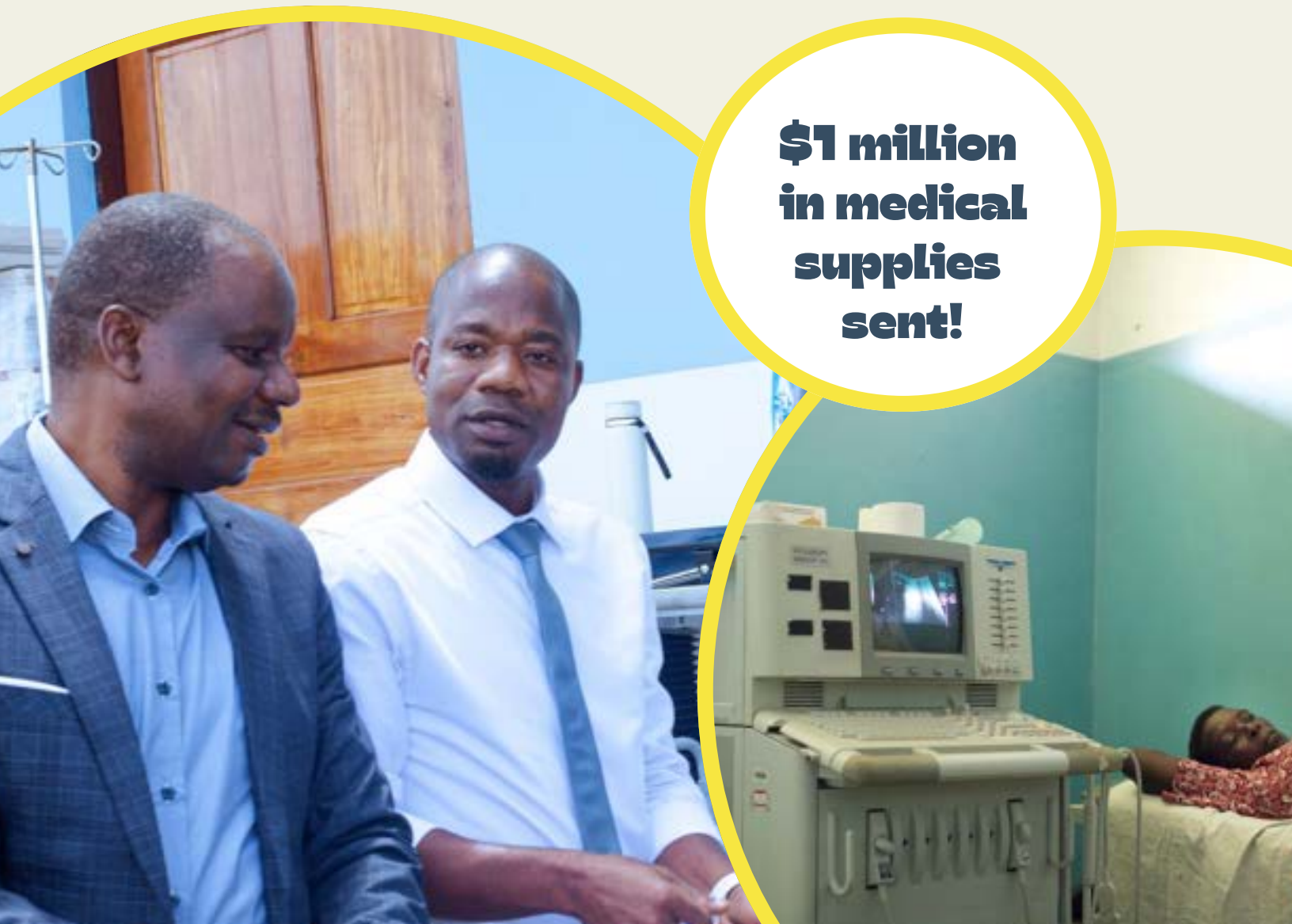


When did it start? MSG and Project C.U.R.E. worked together in 2018 to deliver key medical supplies to the Shirati KMT District Hospital and create a life-saving ICU that was critical to district-level health care. In 2024, MSG expanded that partnership to serve rural health centers throughout the district, those at the last mile of service.

How does it strengthen MSG's mission?

This partnership expands MSG's support of rural health in Tanzania. When complete in 2025, this project will have distributed \$1 million worth of medical equipment, improving patient care and empowering medical staff to fully use their professional skills.

**\$1 million
in medical
supplies
sent!**



CENTER FOR AFFORDABLE WATER AND SANITATION TECHNOLOGY (CAWST)

What is the partnership? A partnership with the Canadian-based NGO CAWST to share WASH and MHH best practices across borders and with a cohort of locally-led development organizations.



When did it start? Launched in 2023, this global partnership saw big action and impact in 2024 with collaborative trainings across four East African nations: Tanzania, Uganda, Kenya, and Ethiopia.

How does it strengthen MSG's mission? This partnership leverages MSG's expertise in MHH education and shares it with other organizations, bringing MSG's approach into new communities and organizations. As a lead trainer, MSG staff members have conducted trainings on MHH for stakeholders in Addis Ababa in Ethiopia, Karamoja in Uganda, Kisii in Kenya, and in four regions of Tanzania. This knowledge has also been harnessed to create the foundation for online modules on implementing MHH programs through WASH in schools. The module will be rolled out globally in 2025.

**Extending
our mission
across
borders!**



STREET BUSINESS SCHOOL

What is the partnership?

A partnership with the US-based NGO Street Business School to educate cohorts of women on business and entrepreneurial skills.

When did it start?

Since 2023, we have graduated three cohorts, totaling 100+ women. MSG currently has four certified SBS trainers, including three management team members. In 2024, 66 female participants from the Shirati and surrounding communities received entrepreneurship and financial literacy education.



How does it strengthen MSG's mission?

Women have always been at the center of MSG's mission. This partnership provides a new set of tools to engage with women in our community and the skills to put them on equal footing with men. When women are financially empowered, we know the benefits extend to into education, health, and hygiene.

**Over 100
graduates!**



WATER, WATER, AND MORE WATER!

WASH HUB

Our **WASH Hub #1** continues to grow as a valuable resource for integrated water, agriculture, sanitation, and hygiene education. It offers training materials, research data, and best practices to support climate resilient development. In 2024, MSG made significant progress in the development and functionality of several services at the WASH Hub.

What is the program? The WASH Hub is an intersectional approach that brings all MSG programs, water, agriculture, sanitation, and hygiene, under one roof. The four pillars of the WASH Hub include: solar-powered water access, agriculture demonstration plots, community engagement, and access to effective WASH and agriculture supplies.

When did it start? Launched in 2023, the WASH Hub saw significant developments in 2024. Key achievements include a demonstration garden to grow profitable and nutritious foods, construction of a community education center, and a water distribution project supplying clean water to the nearby Sokorabolo community.

How does it strengthen MSG's mission?

Putting MSG's key pillars under one roof, and at the center of a community, magnifies our mission and highlights the interconnections between **health, agriculture, sanitation, hygiene, nutrition, and improved livelihoods**. When families arrive at the center, they are exposed to ANWA (Agriculture, Nutrition, WASH) and receive training to access the necessary materials and machinery. They also gain access to critical education on improving their income, health, and livelihood.

**Launching
agriculture,
nutrition, and
WASH under
one roof!**



WATER DISTRIBUTION

What is the program? A reliable 10,000-liter water tanker, that can provide clean and safe drinking water during all seasons in the Rorya District.

When did it start? Purchased in 2023, the water tanker found sustainable use in 2024, distributing over 1,000,000 liters of water to customers in the surrounding communities. In its first full year, the water truck was able to cover its operational expenses and has accumulated savings to ensure the sustainability of the program.

How does it strengthen MSG's mission? Access to clean and safe water is key to MSG's mission. The truck provides essential clean water for schools, HCFs, and large community gatherings. Having a reliable and safe water source increases dignity and prevents disease transmission routes. The water tanker reinforces access to clean water and enhances the climate resilience of the Rorya community against water-related challenges, such as disease outbreaks and droughts.



**1,000,000
liters of clean
water
distributed!**

WASH IN HEALTH CARE FACILITIES

What is the program? This initiative works toward ensuring that rural health care facilities have access to clean water, sanitation, and hygiene (WASH) services. It includes infrastructure improvements, staff training, and compliance monitoring to enhance safety and quality of care.

When did it start? Started in 2021, this program has worked in over 15 facilities to improve clean water, sanitation, and hygiene (WASH) services. In 2024, MSG supported the improvement of three-stall latrines at the Sakawa, Bitiryo, and Kisumwa dispensaries and the renovation of 30,000-liter underground rainwater harvesting tanks at the Masike and Sakawa dispensaries. Additionally, MSG expanded its Circuit Rider monitoring program to track infrastructure sustainability and quality of care at 14 health care facilities.

How does it strengthen MSG's mission? WASH in health care facilities recognizes the important intersection between health, livelihood, and access to proper WASH services. Health care facilities are critical community centers where community members can learn and be inspired to change personal behavior. Since starting this program, the community has seen improved healthcare services and an increase in the private construction of latrines, a visible sign of behavior change.

**50,000
reached with
improved WASH
services!**



WOMEN AT THE CENTER

It has always been MSG's firmest belief that working with women is essential to improving both personal and public health in rural Tanzania. We continue to stand behind this approach and are overjoyed to see the changes that have occurred over the past 12 years in the areas where we work – and the best part is that we are still gaining momentum!

MENSTRUAL HYGIENE HEALTH (MHH)

What is the program? This program works in public schools, primarily through established school health clubs, to provide education and resources to improve menstrual hygiene health (MHH). It includes distributing feminine hygiene kits, conducting awareness sessions, and addressing social stigmas associated with menstruation.

When did it start? In 2013, MSG's Community Health Educators (CHEs) brought attention to a serious community need. They pointed out that menstruation was shrouded in silence, and female students did not have access to feminine hygiene products. Over a decade later, our CHEs have established 42 MHH clubs, engaging 45,000 participants. In 2024, we expanded the program to include five new districts across three regions.

How does it strengthen MSG's mission?

Our commitment to and expansion of MHH programming in 2024 highlights our everlasting mission to promote health and disease prevention in underserved and impoverished areas through holistic community empowerment and by ***working predominantly with local women and youth***. MHH education and outreach accounted for ¼ of all direct community engagement in 2024. A testament to our mission and values.

**MHH
Programming
expanded to five
regions in
2024!**



FEMALE-LED COMMUNITY HEALTH EDUCATOR OUTREACH

What is the program? Community Health Educators (CHEs) provide community outreach and education to promote the importance of proper WASH practices and spread awareness about MHH. In 2024, their work grew to include malnutrition screening of children under five and education about non-communicable diseases, such as diabetes and hypertension.

When did it start? From the beginning, CHEs have been the face of MSG's community health outreach. Today, this program employs nine women and four men. In 2024, CHE outreach events, held in markets and villages, reached over 16,000 people and supported observances of key global days, including World Toilet Day and Menstrual Hygiene Day.

How does it strengthen MSG's mission? Made up entirely of host-community locals and predominantly female, CHEs bring a historical, cultural, and language specific perspective to all services and interventions provided in communities. As they work in the communities we serve, they gauge community needs and gather both quantitative and qualitative feedback on our work.



STREET BUSINESS SCHOOL GRADUATE STORY



"I used to sell dagaa (small fish) door-to-door, but business was unstable. Sometimes, I had to stop for over ten days when the fishermen had to stop during bright moon, and I'd end up using my business capital for food and household needs and had to restart my business again and again. After the MSG training, I learned how to save, keep records, and was able to open a second business selling fresh fish at the market. This new business is growing and giving me the stability I never had before."

-Mary Justus, MSG Street Business School graduate

INFORMATION COMMUNICATION TECHNOLOGY / LEARNING TOOLS

What is the program? MSG promotes community health and disease prevention through Information Communication Technology (ICT) and Learning Tools. The ICT program utilizes social media, radio broadcasting, and the MSG hotline to reach millions of rural Tanzanians.

When did it start? All of the core components of this focus area started back in 2012. Since then, the program has grown exponentially. In 2024, the program reached 600,000 direct radio listeners and over 6,000 people with hotline phone calls and SMS messages. MSG also has significant online engagement through 134,000 Facebook followers and 20,600 Instagram followers.



**134,000
FOLLOWERS**



**20,600
FOLLOWERS**

How does it strengthen MSG's mission? ICT programming amplifies MSG's day-to-day work and programs, expanding reach and access. For example, the radio show connects rural listeners with important women's health issues and highlights International Women's Day, Menstrual Hygiene Day, World Water Week, and World Toilet Day. Our large social media presence allows us to bring our education and impact to a global audience, showcasing quality community-based and participatory programming.



US SPOTLIGHT

In 2024, MSG US had a momentous year. Our main annual fundraising effort was our event at eTown Hall. Filled with live music and performing arts, the event raised the funds for two Project C.U.R.E. containers that brought an estimated \$1,000,000 worth of new and used medical equipment and supplies to the Rorya District.

The annual MSG Golf-a-thon was once again a huge success with a new format that makes it more inclusive.

As the fundraising and administrative arm of Maji Safi Group, MSG US continues to seek new partners and stakeholders who want to participate in supporting the amazing grassroots efforts our dedicated Tanzanian team puts forward every day, year after year.





www.majisafigroup.org

Teamwork makes the dream work – we are so grateful for our supporters across the globe and the entire MSG team. Every helping hand fuels our work – day after day, and year after year.