



2025 Program Report



A Detailed Analysis of Maji Safi Group's Programs in 2025

Rorya District, Mara Region,
Tanzania

TABLE OF CONTENTS

Table of Contents

TABLE OF CONTENTS	1
BACKGROUND AND INTRODUCTION.....	2
IMPACT TO DATE (13 YEARS)	4
OVERVIEW OF 2025	8
COMMUNITY HEALTH EDUCATOR (CHE) PROGRAM	11
MENSTRUAL HYGIENE HEALTH PROGRAM	12
WASH IN HEALTH CARE FACILITIES (INCLUDING DPCs)	13
INFORMATION COMMUNICATION TECHNOLOGY (INCLUDING RADIO, HOTLINE & SOCIAL MEDIA).....	15
LEARNING TOOLS	17
CLIMATE RESILIENT WASH DEVELOPMENT	18
CHE COMMUNITY OUTREACH PROGRAM.....	21
EMPOWERING WOMEN ENTREPRENEURS.....	23
STRATEGIC COLLABORATIONS AND PARTNERSHIPS.....	24
CONCLUSION	25

BACKGROUND AND INTRODUCTION

Maji Safi Group (MSG), “Clean Water Group” in Swahili, operates in the Mara Region of Tanzania, an area consisting of farmland and villages on the shores of Lake Victoria. In the Mara Region, water is predominately taken from unprotected sources and can be contaminated with human, animal, and industrial waste. As a result, 99% of all drinking water is contaminated with dangerous levels of pathogens, leading to high levels of water-related diseases and widespread water-related outbreaks. According to the Chief Medical Officer at the Shirati KMT District Hospital, Dr. Chirangi, a huge portion of illnesses in the Mara Region are the result of water-related diseases, such as schistosomiasis, cholera, and dysentery. To combat this situation, MSG began as a project under the Shirati KMT District Hospital in May 2012 to implement prevention-focused programs that reduce the occurrence of such diseases.

MSG was formed to develop and implement sustainable and effective programs through participatory methods. To achieve this, MSG builds and trains teams of local, mostly female, Community Health Educators (CHEs), who lead disease prevention outreach and interventions. Through this model, MSG targets four community intervention pillars focused on water, sanitation, and hygiene (WASH): WASH in Schools and Menstrual Hygiene Health (MHH), Health Care Facility Programs (WASH, nutrition, and noncommunicable diseases), Climate Resilient WASH Development, and Information Communication Technology and Learning Tools. Programs for each pillar are carefully designed to reach strategic objectives and interventions and touch a wide spectrum of stakeholders, such as parents, teachers, healthcare providers, government leaders, youths, and the general public. Each MSG program is created to reduce the occurrence of preventable diseases that would otherwise challenge the development of communities and perpetuate poverty. MSG does this by empowering women, youths, and vulnerable groups to be change makers of their community’s health and by addressing the root causes of recurring preventable diseases through WASH and healthy lifestyle education.

MSG’s organizational approach embodies Confucius’ philosophy: *Tell me, and I will forget. Show me, and I may remember. Involve me, and I will understand.* MSG believes that by engaging communities with fun and interactive lessons on disease prevention and a wide variety of health topics, participants will have the knowledge and motivation to improve their WASH behaviors.

Since the beginning of 2013, Maji Safi Group has taught WASH lessons and the importance of improving personal and community WASH behaviors to various populations in the Mara Region, helped local health authorities fight four cholera outbreaks, and supported a district-wide COVID-19 prevention campaign. In 2021, MSG added WASH infrastructure in schools and health care facilities to its repertoire, including boreholes, rainwater catchment systems, latrines, handwashing stations, and incinerators. In 2023, MSG started building its first WASH Hub, a community center that encompasses multiple programs and services. Most recently, MSG has started to create programming in the nexus of Agriculture, Nutrition, and WASH (ANWA) with the goal of increasing food security and variety as well as income from improved farming methods.

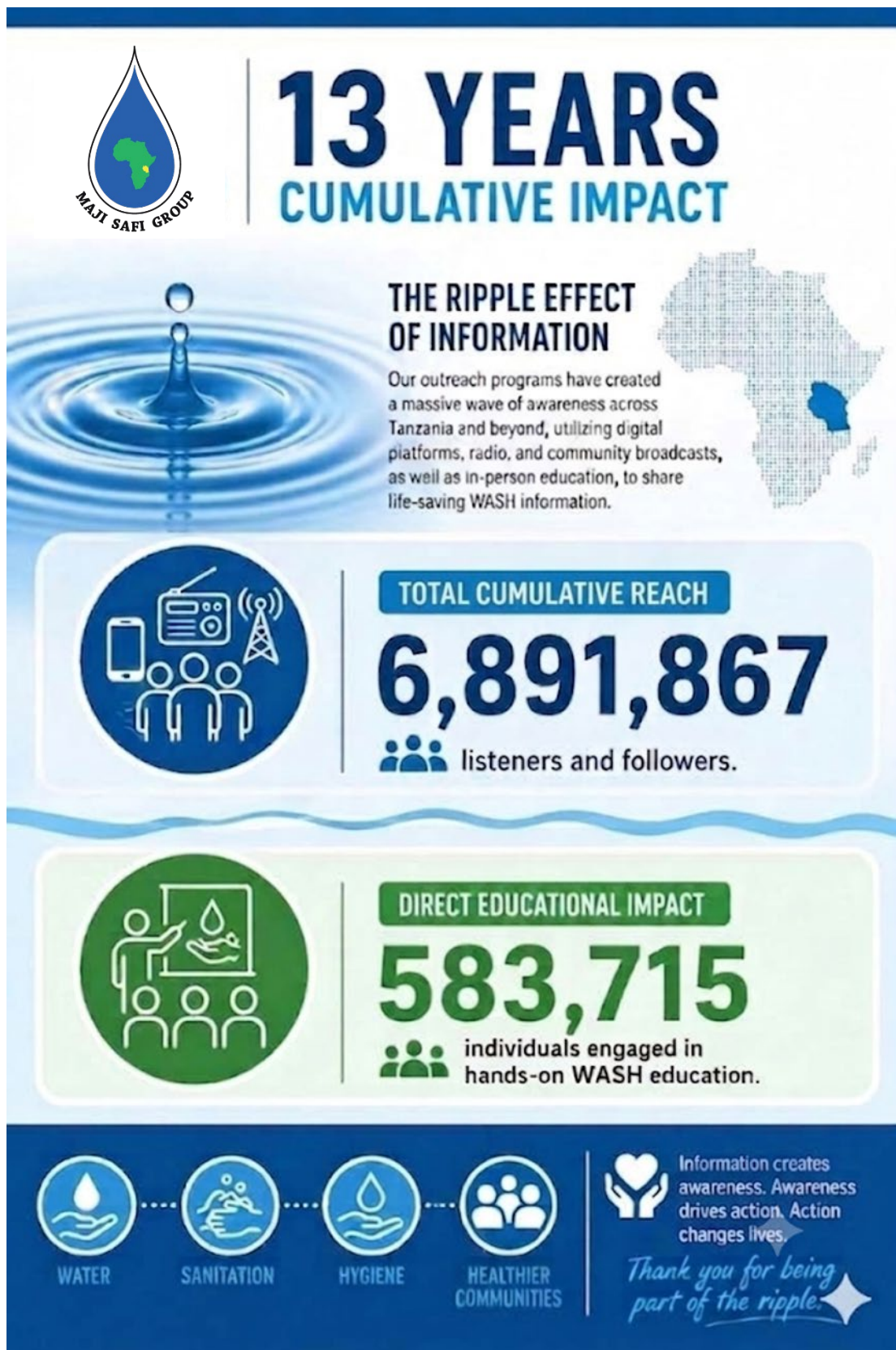
Table 1: Beneficiary Population and Facts

Maji Safi Group Facts	
Country	Tanzania
Region	Mara, Simiyu, and Kagera
Population by region (2022 PHC):	
Mara Region:	2,372,015 total population (1,139,511 males and 1,232,504 females)
Simiyu Region:	2,140,497 total population (1,034,681 males and 1,105,816 females)
Kagera Region:	2,989,299 total population (1,459,280 males and 1,530,019 females)
Districts MSG works in and their populations	Bunda District = 243,822 residents Butiama District = 281,656 residents Rorya District = 354,490 residents Busega District = 282,167 residents Karagwe District = 385,744 residents
Year Established	2012



Maji Safi Group office in Shirati, Rorya District

IMPACT TO DATE (13 YEARS)



Over 13 years, Maji Safi Group has learned so much and reached millions with life-saving WASH education. Year over year we learn, adapt, and adjust programs to generate increased impact in the communities we serve. Overall, including our social media and radio program, we have cumulatively reached **6,891,867** listeners and followers, and directly engaged **583,715** people through WASH education (*Tables 2 and 3*).

Table 2: MSG's 13-Year Impact (Cumulative numbers from 2013-2025)

**Columns from 2013-2020 are not visible; the last five years plus a cumulative all-time total are reflected in the table below.*

Program/ Activity	Number Reached January 2021 – December 2021	Number Reached January 2022 – December 2022	Number Reached January 2023 – December 2023	Number Reached January 2024 – December 2024	Number Reached January 2025 – December 2025	All-time Total Number Reached Per Program (January 2013 – December 2025)
Home Visit	-	-	-	-	-	11,358 Family Members
After School	-	-	-	-	-	10,812 Students
Disease Prevention Center (DPC)	1,915 Visitors to DPCs	1,745 Visitors to DPCs	1,145 Visitors to DPCs	891 Visitors to DPCs	4,192 Visitors to DPCs	17,353 Visitors to DPCs
Singing and Dance Group (including performances)	-	-	-	-	-	22,894 Community Members
Maji Safi Cup	-	-	-	-	-	26,711 Participants
Outreach (cholera, events, market visits, stores, salons, and restaurants)	7,780 Community Members	4,881 Community Members	10,426 Community Members	13,311 Community Members	13,000 Community Members	126,678 Community Members
Female Hygiene	-	-	-	-	-	28,366 Participants
Hotline*	2,010 Participants	3,746 Participants	4,292 Participants	5,916 Participants	4,393 Participants	32,759 Participants
Radio Show Listeners	372,400 Listeners	360,000 Listeners	180,000 Listeners	600,000 Listeners	1,080,000 Listeners	4,067,100 Listeners
Radio Show Callers	92 Direct Callers	116 Direct Callers	55 Direct Callers	0 Direct Callers	0 Direct Callers	1,134 Direct Callers
Radio Show SMS Messages	586 SMS Messages	186 SMS Messages	139 SMS Messages	0 SMS Messages	0 SMS Messages	2,598 SMS Messages

Social media	-	2,239,927 People	-	-	-	2,239,927 People
Health Screenings	-	-	-	-	-	27,701 Screened
Cholera Outreach	-	-	-	2,500	-	97,330 Participants
Male Hygiene	-	-	-	-	-	6,226 Participants
Menstrual Hygiene Health (Female and Male Hygiene)	3,161 Participants	6,568 Participants	10,818 Participants	26,521 Participants	19,136 Participants	66,204 Participants
Toilet Project	-	-	-	-	-	8,138 Users
Water Project	-	-	5,500 Users	50,000 Users	30,000 Users	98,310 Users
Total reached each year (excluding radio show, but including callers)	15,544 Community Members	21,405 Community Members	32,375 Community Members	99,639 Community Members	71,578 Community Members	583,715 Community Members
Total reached each year (including radio shows)	387,944 Community Members	2,621,332 Community Members	212,375 Community Members	699,639 Community Members	1,150,721 Community Members	6,891,867 Community Members

Notes:

*Hotline numbers indicate the number of SMS messages sent/received and the number of incoming and outgoing calls made.

**Radio Show is estimated to reach approximately 15,000 listeners per show at Bunda FM and 8-10 million listeners at RFA FM. These numbers may include repeat listeners.

*** Social media includes Facebook and Instagram.



WASH Hub # 1

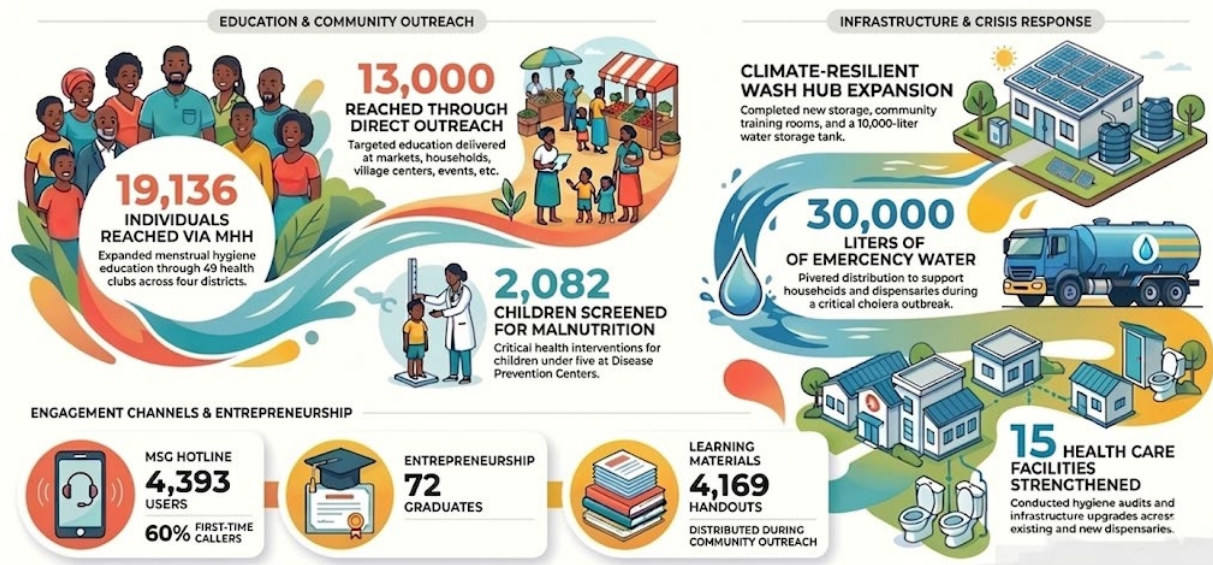
Table 3: Total Number of Program Participants Reached Cumulatively/Annually (2013-2025)

	 Excluding Radio	 Including Radio
2013	10,993	10,933
2013-2014	25,937	57,437
2013-2015	114,075	194,575
2013-2016	186,903	365,403
2013-2017	225,472	634,972
2013-2018	268,404	863,476
2013-2019	323,442	1,290,467
2013-2020	344,091	1,819,916
2013-2021	359,635	2,207,860
2013-2022	381,040	4,829,192
2013-2023	413,355	5,041,507
2013-2024	512,994	5,741,146
2013-2025	583,715	6,891,867

OVERVIEW OF 2025

2025 Annual Impact: Transforming Community Health through Maji Safi Group

Maji Safi Group (MSG) expanded its footprint across the Mara and Simiyu regions, professionalizing community health teams, scaling menstrual hygiene programs, and deploying climate-resilient water and agricultural infrastructure.



Community Health Educator (CHE) Program: In 2025, the program focused heavily on professionalizing field staff. To improve their medical knowledge, health literacy, facilitation skills, and digital literacy, **11 CHEs received intensive training**. The program also enhanced staff visibility and community trust by outfitting all CHEs and general staff with new uniform kits.

Menstrual Hygiene Health (MHH) Program: The MHH Program successfully expanded its footprint across the Mara and Simiyu regions, **reaching over 19,136 people** (including 2,300 dedicated health club members and 16,836 non-participants) through 49 health clubs in four districts. To create safe, practical spaces for health education, the program **ran 7 MHH labs, painted 3 artistic murals with MHH information, and planted 100 trees across 4 pilot schools**. We also hosted dining events to engage parents, religious leaders, and government officials in dismantling menstruation taboos.

WASH in Health Care Facilities (DPCs & Circuit Rider Program):

- Disease Prevention Centers (DPCs):** The program reached **4,192 individuals overall**, maintaining a presence across 10 health care facilities. **Over 2,080 children under five were screened for malnutrition** (referring 51 cases for medical support), and 1,145 adults were educated on balanced diets.
- Circuit Rider Program:** Our team conducted quarterly audits in 12 health care facilities to ensure compliance with hygiene standards and **successfully launched the service in 3 new facilities**. In the Nyihara and Kwibuse Dispensaries, MSG **directly funded and installed latrine improvements, water system connections, and handwashing stations**. In addition, 19 health care facility leaders and 12 CHEs were trained in WASH FIT.

ICT Program (Radio, Hotline & Social Media):

- **Radio:** Partnering with major broadcasters, like Bunda FM and Radio Free Africa, the program recorded **14 strategically designed health programs** that integrated educational songs and jingles to make lessons more memorable.
- **Hotline:** Functioning as a vital community lifeline, the hotline **reached 4,393 community members** through 2,057 voice calls and 2,336 SMS texts. Notably, **776 follow-up calls** were made specifically to check on the recovery of malnourished children.
- **Social Media:** The program conducted a professional photo and video shoot with FX Studio from Mwanza to create high-quality, interactive campaigns for major global health events. In addition, Facebook posts communicated important health education on at least a weekly basis.

Learning Tools:

CHEs **distributed 4,169 informational handouts** covering waterborne and related diseases during community outreach programs. They also developed a new leaflet for youth clubs and updated their MHH educational materials.

Climate Resilient WASH Development (WASH Hub):

Our first WASH Hub transformed into an engine for community resilience. Key infrastructure milestones included completing a new storage room, a rental yard for farming equipment, a community training room, and a high-capacity septic system. The program **acquired a second WASH Hub site in Tarime**, establishing a borehole, a 10,000-liter water tank, and a laundry block. Additionally, we **procured a two-acre demonstration farm** to showcase climate-resilient crops and drip irrigation and stocked an agricultural rental fleet (including a tractor and milling machine) to empower local smallholder farmers.

Water Distribution Program:

Acting as a critical shield against climate-driven scarcity and disease, our water truck delivered clean drinking water for community milestones and humanitarian crises situations. During a cholera outbreak, the program **provided 10,000 liters to vulnerable households and 20,000 liters to keep the Utegi Dispensary operational**. In addition, we completed a durable water tank tower in Nyamrende to provide better gravity-fed water access.

CHE Community Outreach Program:

Taking health information directly to underserved communities, our Community Health Educators **reached nearly 13,000 people** through mobile outreach. This included 7,056 people reached through schistosomiasis outreach, 2,455 via events, 1,892 at centers/markets, and 1,301 through direct household visits.

Empowering Women Entrepreneurs:

In collaboration with the Street Business School, this program provided business management training and one-on-one coaching to **72 participants (56 females, 16 males) in Osiri**. The curriculum covered bookkeeping, market analysis, and sustainable scaling to help community members end the poverty cycle and manage WASH service costs, culminating in a vibrant graduation ceremony.

Strategic Collaborations and Partnerships:

In 2025, MSG built strong alliances to bridge international expertise and local implementation. Key achievements included partnering with Center for Affordable Water and Sanitation Technology (CAWST) and Aqua Clara Kenya (ACK) to run four online cohorts that **trained over 150 global participants** on MHH and the 'WinS 3 Star Approach'. Furthermore, MSG's Practicum Program successfully hosted international and national students from Washington University, the Bern University of Applied Sciences, and Touro University.



Access to menstrual hygiene products



COMMUNITY HEALTH EDUCATOR (CHE) PROGRAM

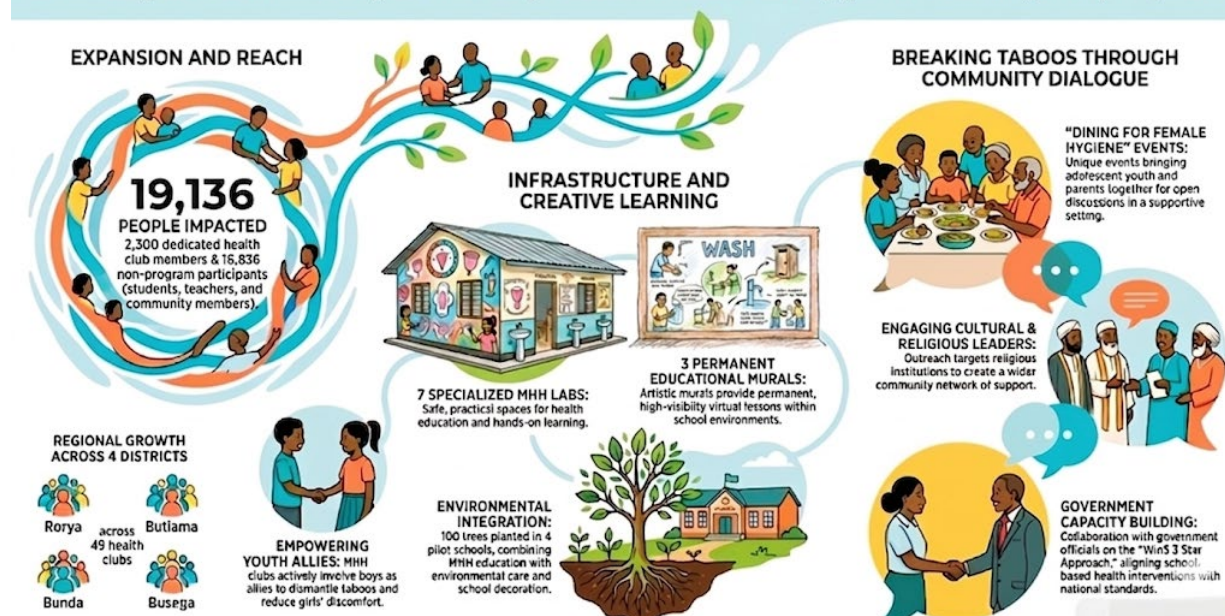
In 2025, the Community Health Educator (CHE) Program continued its mission of bridging the health information gap in our partner communities. By training and employing local residents, we ensure that health education is not only accurate but also culturally relevant and timely. This year focused heavily on professionalization, i.e., equipping our team with the digital tools, technical knowledge, and professional presence needed to lead effectively. Our **11 CHEs** underwent intensive training modules designed to improve both their medical knowledge and their ability to present information professionally, including health literacy, facilitation skills, and digital literacy. As visibility is vital for community trust, we invested in the professional appearance of our field staff. All CHEs and general staff received new uniform kits for the branding of our work and easy identification during community visits. We also believe that a supported staff is a productive staff, so we recognized the tireless work of our educators and support achievements by recognizing outstanding performers with prizes and bonuses to reinforce our culture of excellence.



MSG's CHE team

MENSTRUAL HYGIENE HEALTH PROGRAM

Breaking the Silence: Maji Safi Group's 2025 Menstrual Hygiene Health (MHH) Impact

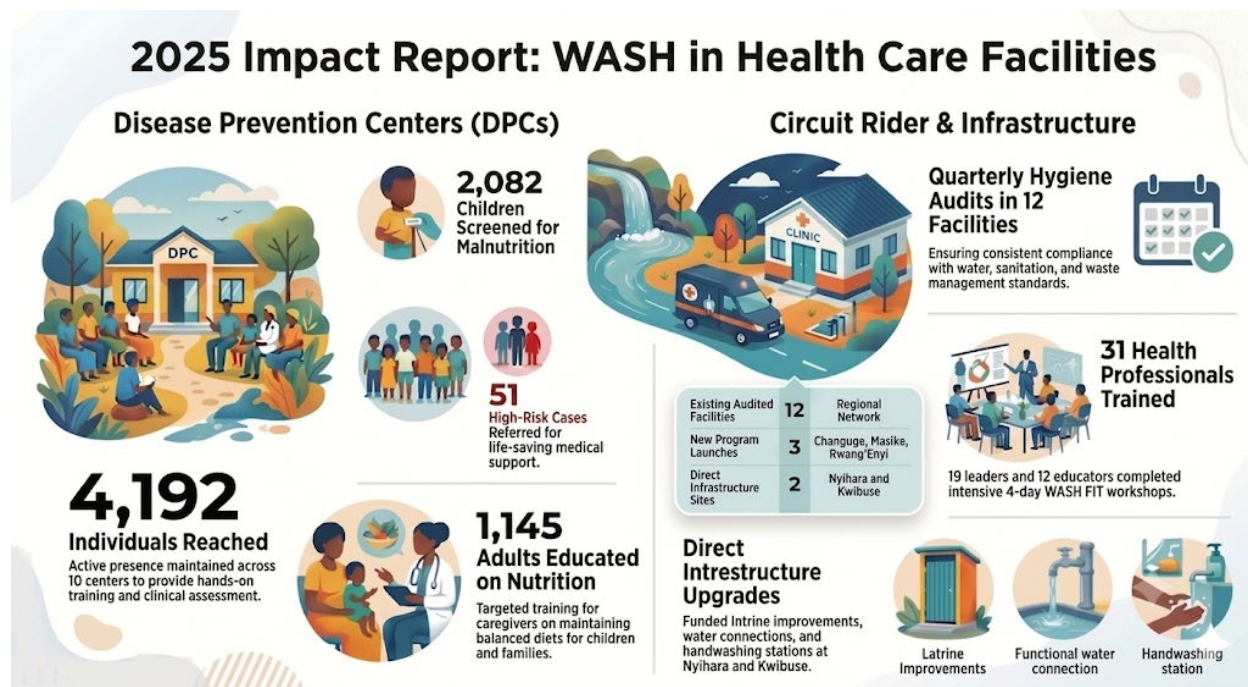


In 2025, our MHH program moved beyond education and access to feminine hygiene products. We focused on the social environment of menstruation. We renovated MHH Labs, painted educational murals, and involved boys as active allies through MHH health clubs to dismantle the taboos that keep girls out of school and make them uncomfortable in the communities. In addition, our footprint expanded across the Mara and Simiyu regions this year, establishing a new standard for school-based health education for over **19,136 people (2,300 dedicated members of health clubs and 16,836 non-program participants)**, including students, teachers, and community members. This expansion happened through **49 health clubs** across the four programming districts: Rorya, Butiama, Bunda, and Busega. We also integrated innovative and creative methods to deliver our impact through this program by running **7 MHH Labs** to create safe spaces for practical health education, painting **3 artistic murals** for permanent visual lessons, and **integrating MHH with environmental care in 4 pilot schools**, where 100 trees were planted for environmental decoration. We believe that breaking the silence around MHH is a community responsibility. This year, we engaged parents, religious leaders, and government officials to create a supportive network for girls and women by conducting Dining for Female Hygiene events. They bring together adolescent youth with their parents to discuss MHH issues. Outreach to religious institutions, capacity building for government officials in the "WinS 3 Star Approach", and reflection meetings were also key components in our MHH programming.



MSG MHH Club members

WASH IN HEALTH CARE FACILITIES (INCLUDING DPCs)



Disease Prevention Center Program (DPCs):

In 2025, Maji Safi Group's Disease Prevention Centers (DPCs) continued to serve as the frontline defense against communicable diseases in high-risk areas. By integrating clinical assessment, community demonstrations, and infrastructure improvements, we reached **4,192 individuals overall**. Our mission remains clear: Transforming health outcomes through education and consistent hygiene advocacy.

We maintained a consistent presence across **10 DPC centers** (Shirati KMT District Hospital and the Nyamagaro, Kitembe, Sakawa, Panyakoo, Busanga, Raranya, Sokorabolo, SHED, and Rwang'enyi dispensaries) to ensure that even the most remote villages had access to health experts – **781 community members** received hands-on training.

Our nutrition initiative targeted the most vulnerable: children under five and their caregivers. By assessing growth and identifying malnutrition early, we were able to refer children in need of treatment to health care facilities for medical consultations with experts. **Under this program, 2,082 children under 5 years were screened; 51 cases of malnutrition were identified and referred for support; and 1,145 adults (mostly women) were educated on maintaining a balanced diet for their children and families.**

WASH in Health Care Facilities (Circuit Rider Program)

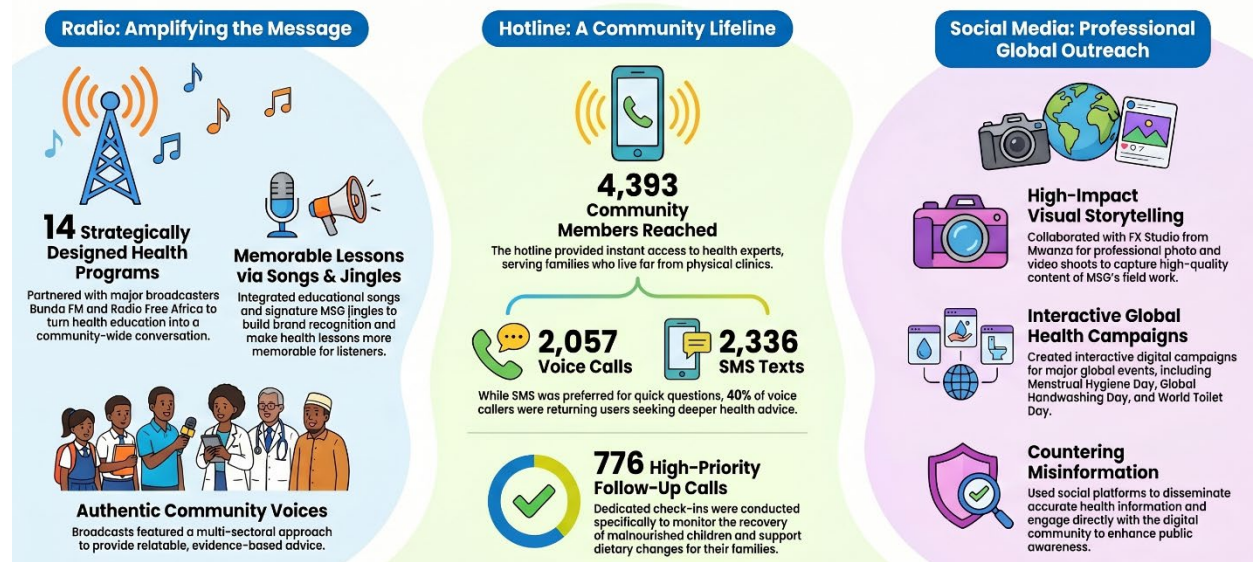
When working with health care facilities, we help build proper WASH facilities and teach WASH and nutrition education to ensure quality health services. In addition, we use a Circuit Rider model to monitor both maintenance of WASH infrastructure and quality of patient care. We conducted quarterly audits in 12 existing facilities to ensure compliance with water, sanitation, and waste management standards. This year, we also successfully introduced our Circuit Rider Program in **3 new facilities: the Changuge Health Center and the Masike and Rwang'enyi Dispensaries**. At the Nyihara and Kwibuse Dispensaries, MSG directly funded and installed latrine improvements, water system connections, and handwashing stations. In addition, we provided professional training to 19 HCF leaders and 12 Community Health Educators (CHEs) in WASH FIT through a comprehensive 4-day workshop in the Rorya District.

To ensure health messages stay in the community long after our team leaves, we painted vibrant **educational murals** at the Kitembe and Sota Dispensaries and distributed over **140 WASH leaflets** at the Kibuyi, Nyamkonge, Ngasaro and Nyarombo Dispensaries.

INFORMATION COMMUNICATION TECHNOLOGY (INCLUDING RADIO, HOTLINE & SOCIAL MEDIA)

Bridging the Health Gap: Maji Safi Group's 2025 ICT Impact

How the ICT Program (Radio, Hotline, and Social Media) serves as a digital lifeline for community health education and engagement.



Radio Program: In 2025, Maji Safi Group's ICT Program successfully leveraged the power of radio to bridge the information gap in remote areas. We partnered with major broadcasters, such as Bunda FM and Radio Free Africa (RFA), where we turned health education into a community-wide conversation. Through **14 strategically recorded programs**, we amplified our impact far beyond the reach of physical clinics, making health literacy accessible to anyone with a radio, reaching over **1,080,000 directly** and **2,160,000 indirectly**. Our radio strategy was built on authenticity. We didn't just broadcast lectures; we shared voices from the community. Students, teachers, medical experts, and local leaders were part of designing and recording the programs for international commemorations, including International Women's Day, Menstrual Hygiene Day, Environmental Day, World Nutrition Day, and World Toilet Day.

To increase brand recognition and engagement, we integrated creative media assets into every broadcast. MSG's educational songs were played in the background of sessions to make health lessons more memorable. MSG Jingles were used to signal health segments, creating a professional and familiar radio identity for our listeners.

Our programs served as a platform for diverse stakeholders. This multi-sectoral approach ensured that our health messages carried the weight of authority while remaining relatable to the everyday listener. Nutrition officers and doctors provided evidence-based advice on diet and disease prevention; teachers and students shared the practical challenges and successes of implementing WASH practices in schools; and local officials participated to reinforce the importance of compliance with health and sanitation regulations.

Hotline: In 2025, the MSG Hotline advanced from being a simple information service into being a vital community lifeline. By providing instant access to health experts via phone and SMS, we bridged the gap for families who live far from physical clinics. Whether it was a mother seeking nutrition advice or a household reporting a potential outbreak, the Hotline ensured that accurate, life-saving information was only a text or call away. Our data shows a healthy mix of initial inquiries and sustained follow-up, proving that the community trusts the Hotline for ongoing health journeys. We reached over **4,390 community members**. Of 2,057 voice calls, 60% were first-time callers (1,231), and 40% were returning callers seeking more detailed advice (826). SMS texting remained the preferred method for quick questions and was used by 2,336 users, with nearly 1,000 users opting for SMS-only communication. Another standout achievement this year was the 776 follow-up calls made specifically to nutrition program participants. These weren't just data points; they were check-ins to ensure malnourished children were recovering and that families were maintaining the dietary changes taught in our Disease Prevention Centers.

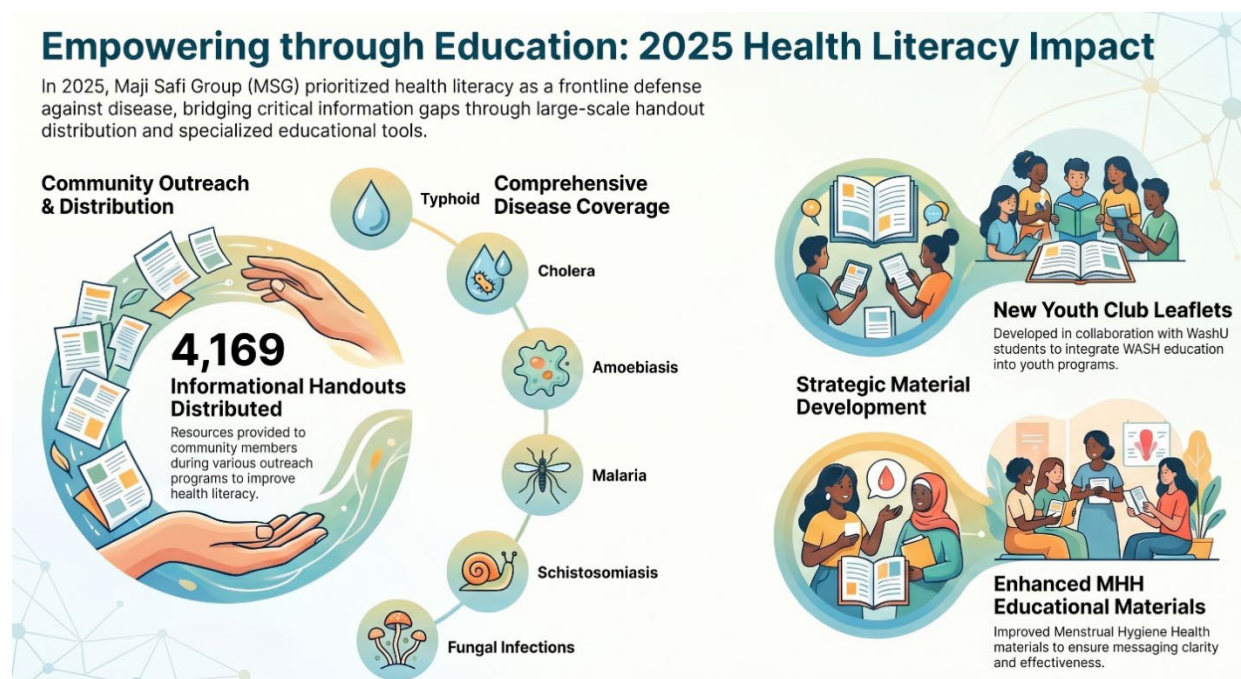


The MSG Hotline Program

Social Media: This program leverages social media platforms to disseminate health information, engage with communities, and counter misinformation. Digital campaigns and interactive content enhance public awareness and participation. In 2025, we created and shared approximately 240 posts, resulting in reaching a significant number of over 10,000 individuals. The media content developed and shared focused on showcasing MSG's work in WASH education and highlighting important global events, such as Workers' Day, Menstrual Hygiene Day, International Women's Day, Global Handwashing Day, and Global Toilet Day.

We conducted 2 professional photo and video shoots with FX Studio from Mwanza. This allowed us to capture high-quality visual content from our programs and events, providing comprehensive documentation of our work and sharing it with our esteemed stakeholders on social platforms and in eblasts and publications.

LEARNING TOOLS

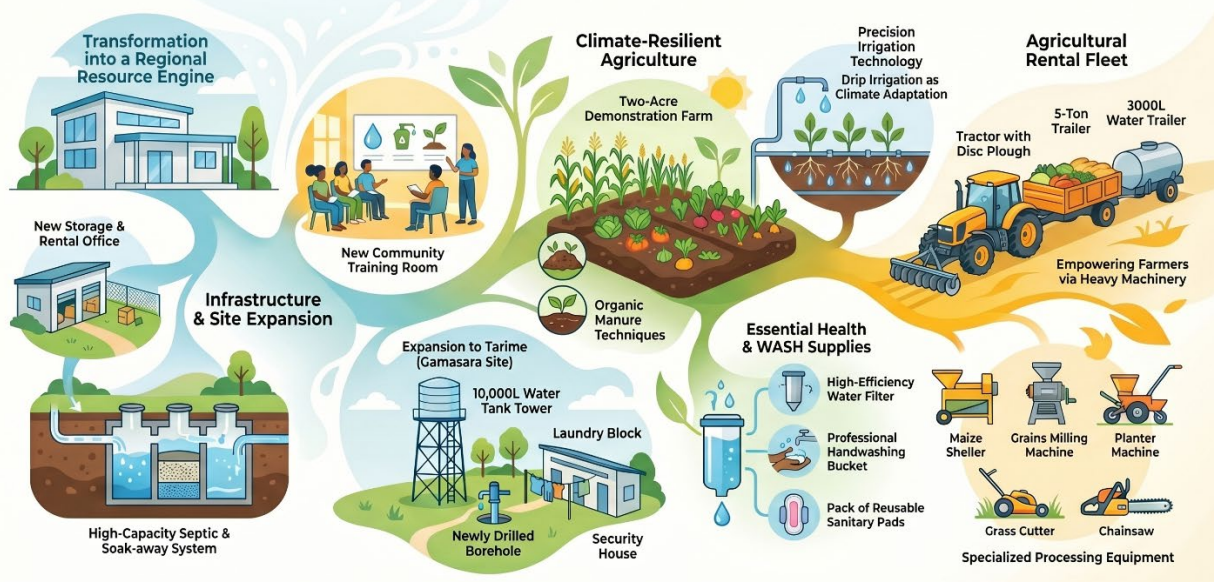


In 2025, Maji Safi Group distributed **4,169 informational handouts** to community members during outreach programming. These materials covered waterborne and water-related diseases, including typhoid, cholera, amoebiasis, malaria, schistosomiasis, and fungal infections.

In collaboration with practicum students from Washington University in St. Louis, we developed a leaflet to support the integration of WASH education through youth clubs, and we improved and updated our MHH leaflets to strengthen the clarity and effectiveness of messaging.

CLIMATE RESILIENT WASH DEVELOPMENT

The WASH Hub: An Engine for Community Resilience



WASH HUB: In 2025, Maji Safi Group’s WASH Hub transformed from a conceptual resource center into a bustling engine for community resilience. By integrating sustainable agriculture with our core WASH mission, we have created a space where water, sanitation, and climate-smart farming work in harmony. This year was defined by massive infrastructure milestones and the launch of our agricultural demonstration initiatives.

Infrastructure and Accessibility: We completed the construction and furnishing of a new storage room, a WASH products storage/rental office, and a rental yard for farm equipment. We also finalized key work on a high-capacity septic tank and soak-away system and established a new Community Training Room, which was actively used during the year for educational sessions linked to demonstration farms.

In addition, we acquired a new site for a second WASH Hub in the Gamasara area of the Tarime District. At this location, we drilled and fenced in a borehole, installed a water tank tower with a 10,000-liter tank, constructed a laundry block, and built a security house.

Sustainable Agriculture and Climate Adaptation: We expanded our agricultural demonstration plots to include organic techniques, focusing on manure usage and soil health, and procured two acres of land in the Rorya District for a dedicated demonstration farm. We are now showcasing drip irrigation — a vital tool for climate adaptation — alongside climate-resilient crops.

Essential Supplies and Equipment Rental: The WASH Hub is now fully stocked with essential resources and heavy machinery to empower local smallholder farmers. Our **WASH and Health Supplies** include high-efficiency water filters, professional handwashing buckets, packs of reusable sanitary pads, and water guard/chlorine tablets. Our **Agricultural Rental Fleet** includes a tractor with a disc plough, a 5-ton agri trailer, a maize sheller, a grain milling machine, a planter machine, a grass cutter, a 3,000-liter water trailer, and a chainsaw.

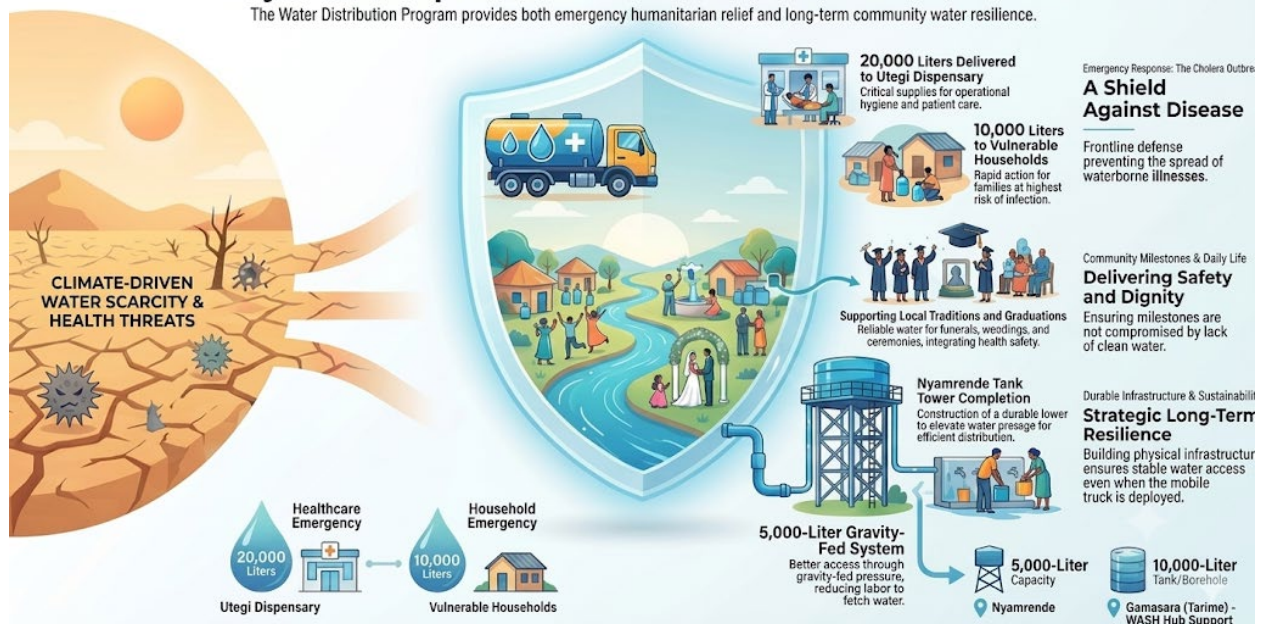


Tractor and water tanker at the MSG WASH Hub

WATER DISTRIBUTION PROGRAM:

Maji Safi Group 2025: A Critical Shield for Water Access

The Water Distribution Program provides both emergency humanitarian relief and long-term community water resilience.



In 2025, Maji Safi Group's Water Distribution Program served as a vital shield against the region's most pressing challenges. By balancing commercial water sales with rapid humanitarian action, we ensured that clean, safe drinking water remained accessible even during climate-driven scarcity and disease outbreaks. This year was defined by our ability to move water to where it was needed most – from joyful weddings to critical healthcare wards.

Our water truck was in constant motion, delivering safety and dignity to institutions and families alike. We supported local traditions and milestones by providing water for funerals, weddings, and graduation ceremonies. When a cholera outbreak hit, our distribution network pivoted immediately. We provided 10,000 liters to vulnerable households and 20,000 liters to keep the Utegi Dispensary operational during the crisis. Infrastructure is the backbone of sustainability. This year, we also completed the construction of a durable tank tower in Nyamrende, elevating a 5,000-liter tank to provide better gravity-fed access to the community.



Water distribution in the Rorya District

CHE COMMUNITY OUTREACH PROGRAM

Bridging the Health Gap: 2025 CHE Community Outreach Impact



In 2025, Maji Safi Group experienced incredible programmatic scaling. Our Community Outreach Program successfully bridged the gap between health care facilities and remote, underserved communities. By prioritizing local collaborations and mobile education, we transformed health information into accessible, life-saving knowledge for nearly **13,000** people. These people were reached through our direct outreach channels, which were not confined to a single location. Instead, we met people where they are. From village centers to local eateries, our educators tailored their messages to fit the environment. The direct outreach channels adopted included schistosomiasis (BMUs) outreach **7,056 people**; event outreach **2,455 people**; household outreach **1,301 people**; center and market outreach **1,892 people**; and Specialty (Groups/Government) outreach **231 people**.



CHEs deliver MSG WASH education through the Outreach Program.



EMPOWERING WOMEN ENTREPRENEURS



In 2025, Maji Safi Group's collaboration with the Street Business School (SBS) reached a major milestone. We trained women and men in the Osiri community in the technical and business management skills and confidence they needed to end the poverty cycle and manage WASH service costs. We are seeing a direct impact on household income and economic resilience. This year was a celebration of hard work, grit, and the transformative power of entrepreneurship. Throughout the year, our **72 participants** (56 Females (78%) and 16 Males (22%)) engaged in rigorous training and one-on-one coaching sessions. The curriculum focused on essential business operations, including bookkeeping, market analysis, and sustainable scaling. Our **human-first coaching approach** ensured that every entrepreneur received the specific guidance needed to overcome local market challenges.

The year culminated in a vibrant graduation ceremony at the Osiri Center. The graduates received certificates and shared powerful testimonials about how the program improved their daily business management, subsequently improving their family health. The overwhelming feedback from the graduates was a call to scale up! They want their neighbors and fellow entrepreneurs to have access to these life-changing tools.

"The tools we received here didn't just change our businesses; they changed our lives. Our hope now is to scale this impact, ensuring every entrepreneur in our community has the same chance to rise." — **VOICE OF THE OSIRI GRADUATES**, Street Business School Graduation Ceremony, 2025.



Women entrepreneurs at the Street Business School graduation ceremony

STRATEGIC COLLABORATIONS AND PARTNERSHIPS

In 2025, Maji Safi Group (MSG) expanded its influence through a robust network of strategic alliances. To bridge the gap between international expertise and local implementation, we ensured that our health and hygiene methodologies reached deeper into the Mara and Simiyu regions. Our partnerships this year focused on three pillars: Government synergy, NGO collaboration, and the mentorship of the next generation of global health leaders.

Institutional and NGO Collaborations:

- We successfully conducted several training sessions during the year. These included a WASH FIT training program for staff from 19 health care facilities, delivered in collaboration with a Ministry of Health trainer. We also trained health officers on household water treatment and water quality testing using **DelAgua kits**.
- In partnership with Center for Affordable Water and Sanitation Technology (CAWST) and Aqua Clara Kenya (ACK), we developed a joint training module that integrates both in-person and online learning. This combined our MHH training module with the WASH in Schools Three-Star Approach. Through this model, we successfully ran four intensive online cohorts, reaching over 150 participants globally.
- We facilitated an in-person workshop in Tanzania for teachers participating in our programming.
- MSG served as the strategic fund holder for the **"Binti na Shule" (Girls and School) Project**, providing the financial oversight necessary for Reach Shirati to lead direct school-based interventions.
- We supported 5 school clubs with monthly visits, reflection meetings, and a student-led joint event with the Peace for Conservation in the Busega District via Rotary Club Canada.

Practicum Program – Global Mentorship:

Our 2025 Practicum Program hosted a diverse group of international and national students, blending virtual collaboration with on-the-ground field experience.

- Washington University (WashU) – Public Health Research & WASH Strategy
- Bern University of Applied Sciences – Maternal Health & Menstrual Hygiene Integration
- Touro University – Community Health Program Evaluation



Our practicum student (middle) receives guidance on facilitating the MSG MHH Club.

CONCLUSION

In the year 2025, Maji Safi Group's commitment to participatory, community-led approaches remained central to its success. By investing in Community Health Educators, strengthening health care facilities, expanding MHH initiatives, and leveraging ICT platforms, MSG ensures that life-saving education and services are both accessible and sustainable. The continued growth of the WASH Hub and water distribution initiatives further demonstrates MSG's dedication to innovative, climate-resilient solutions that respond to community needs.

Despite ongoing challenges, MSG has demonstrated adaptability, responsiveness, and a strong commitment to learning and continuous improvement. As MSG moves forward, the focus remains on scaling proven interventions, strengthening partnerships, and investing in sustainable infrastructure and community capacity. With a clear vision and a solid foundation built over the past years, MSG is well positioned to continue driving meaningful, lasting change in the regions it serves.