ANNUAL REPORT 2025



SCALING SOLUTIONS ACROSS COMMUNITIES

DIRECTORS' LETTER

HUMBLED AND PROUD

For Maji Safi Group, 2025 was a year of planting for the future and investing in our staff and infrastructure so the fruits can multiply for years to come. Our dedicated team of 30 continued to develop more sustainable programming to facilitate better, healthier lives and build capacity in our communities.

We anchored our integrated water, agriculture, and WASH approach through our WASH Hubs. WASH Hub #1 became fully operational, and we extended our geographical reach to the Tarime District by breaking ground on WASH Hub #2.

Putting women at the center of development has always been a focus of MSG. In the Rorya District, we continued teaching entrepreneurship through the Street Business School curriculum, graduating a fourth cohort of women with small businesses. Our MHH focus area reached new heights in 2025, expanding our reach to four districts within the Mara and Simiyu Regions. From our modest beginnings in 2013, we now feature 40^{+} clubs in schools with 19,000^{+} participants. In addition, we conducted in-person MHH trainings in four nations across East Africa and taught MSG's methodologies to partners in more than 20 countries through our new virtual MHH training module.

Finally, 2025 will always be remembered as the year MSG brought two 40-foot containers with medical equipment from Project C.U.R.E. into the Rorya District with an estimated value of $1,000,000! The equipment was distributed among nine health care facilities. MSG's Circuit Riders continue to monitor this equipment as well as infrastructural and quality of care conditions in 15 facilities.

Every year, we are so humbled by the amazing generosity of our loyal supporters and the trust they continue to put in us year after year. 2025 was a record year for funding, with MSG US sending $360,830 to Tanzania and over 92 cents of every dollar reaching our on-the-ground programming. While we are extremely proud of our accomplishments in 2025, we are even more excited about the seeds we have planted for tomorrow and the investments we are making to sustain our impact long after 2025.

From the bottom of our hearts, we thank you for helping us grow toward a more sustainable and fruitful future.

Sincerely,

Rebeca Oyugi
Director of Operations

Rachel Stephen
Executive Director

EXECUTIVE DIRECTOR
MAJI SAFI GROUP
PO BOX 513 MUSOMA
MAJI SAFI GROUP



STAFF CAPACITY

NEW STAFF AND TRAININGS

In 2025, MSG strengthened both its workforce and its technical capacity, bringing our **staff to 30 and expanding key skill sets across the organization.**

These investments have increased MSG's technical expertise, strengthened program delivery, and **enhanced the organization's foundation for continued growth and impact!**



1 ACCOUNTANT

Succesfully completed her two-year CPA studies, further improving the organization's financial management and compliance capabilities.

1 PROGRAM MANAGER

With an engineering degree to enhance our technical expertise in WASH infrastructure and project implementation.

2 AGRICULTURE EXTENSION WORKERS

A new position within MSG, supporting the growth of our agriculture programs based out of the WASH Hubs.

1 COMMUNITY HEALTH EDUCATOR

Earned a Diploma in Social Work, strengthening our community engagement and social development capacity.

MENSTRUAL HYGIENE HEALTH (MHH)

STUDENT TESTIMONIAL



My name is Neema, and I'm fifteen.



My name is Neema, and I am a Form Four student at Ngasaro Secondary School and a participant in the Menstrual Health and Hygiene Club. Growing up, I had little Knowledge about menstruation and puberty. When I got my first period while in Primary School, I thought I was sicK and was afraid to tell anyone. I used pieces of old clothes because I had no sanitary pads.

When my aunt found out in the second month, she told me that if she had Known earlier, she would have "KicKed the wall three times" to stop the bleeding — a common myth in my community. She then explained menstruation to me and bought me sanitary pads. After receiving proper menstrual health education, I gained confidence and now teach other girls, including my younger sibling, so they don't face the same challenges I faced. In the future, I hope to join the Maji Safi Group team as a menstrual health educator, reaching girls and adults; especially, in rural communities where menstrual health and hygiene education is not easily accessible.

MHH | WASH IN SCHOOLS

+2 DISTRICTS = 4 DISTRICTS



12 YEARS

of breaking the silence surrounding menstruation. Now, bringing MHH programs to new corners of the Lake Zone.

Rorya
Butiama
Bunda
Busega

19,000 +

Students reached in 2025

49	7	3	4
Health Clubs	MHH Labs	Murals Painted	Schools Planting Trees

> I will breaK the silence on menstruation.
> I will not feel shy, I will taKe pride.
> I will spread news inside and outside the home.

MHH | IN-PERSON TRAININGS

+2 COUNTRIES = 4 COUNTRIES



Tanzania
Uganda
Kenya
Ethiopia

CAWST

AQUACLARA

The expertise we have gained teaching MHH in Tanzanian classrooms continued to expand across borders in 2025. Alongside Aqua Clara Kenya, MSG staff became lead trainers in East Africa for the Centre for Affordable Water and Sanitation Technology (CAWST). By the end of 2025, MSG's Menstrual Health and WASH in Schools Three-Star method had been shared across four countries.

MSG staff members advanced from being local leaders to being regional and international leaders, sharing MSG's impactful methods with key stakeholders, like teachers, health officers, and partner organizations.

AFRICA LEARNING EXCHANGE

Kisii, Kenya

MSG delivered Menstrual Health and Hygiene (MHH) training to 16 participants from eight CAWST partner organizations.

CREATIVE AND EFFECTIVE WASH TRAINING

Shirati, Tanzania

MSG delivered Household Water Treatment and Storage (HWTS) training to 51 District Health Officers at the MSG office.

MHH | VIRTUAL MODULES

+1 MODULE = 20+ COUNTRIES

Online Module Launch

Partnered with CAWST to launch a global virtual MHH training module, enabling scalable knowledge transfer beyond in-person reach.

150+ Participants Worldwide

Over 150 participants successfully completed the online module in 2025, representing diverse organizations and health practitioners globally.

Reach Across 20+ Countries

The virtual training extended MSG's MHH impact to more than 20 countries, amplifying menstrual hygiene health education on a worldwide scale.



KNOWLEDGE WITHOUT BORDERS

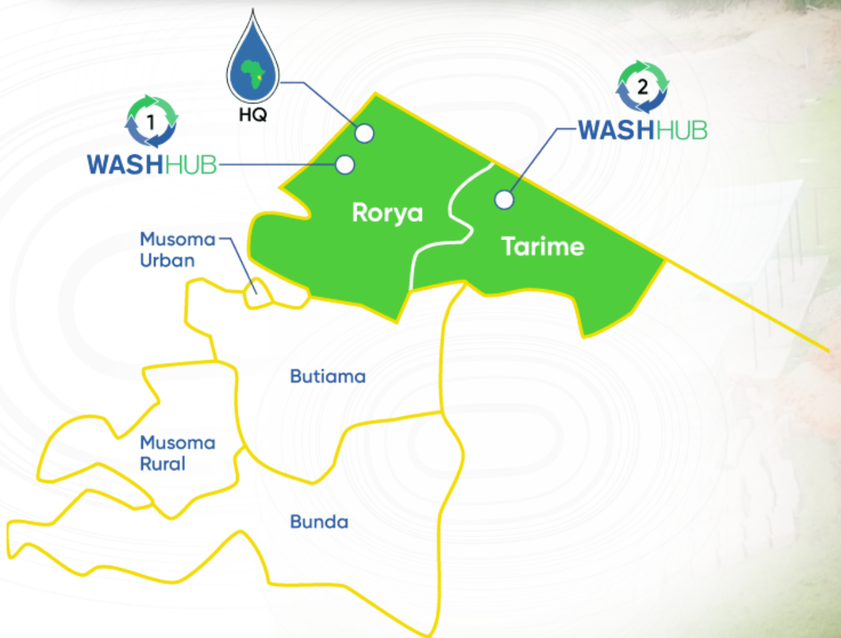
WASH HUB #1 AND #2

+1 DISTRICT = 2 DISTRICTS

In 2025, MSG continued to expand its vision of creating community centers that are at the nexus of improving agriculture, nutrition, and WASH for holistic development in rural settings.

For two years, WASH Hub #1 has stood as a tangible example of this vision, continuing its growth with a storage room, rental yard, community training room, and septic system.

2025 also became the year that MSG carried this holistic model into a second and neighboring district. In Gamasara, Tarime, WASH Hub #2 commenced with a security house, a borehole, a 10,000-liter water tower, and a laundry block.





SERVICE DELIVERY

**+1 TRACTOR =
2 SERVICE DELIVERY
VEHICLES**

Water Distribution Program

In 2025, MSG's financially self-sustainable Water Distribution Program continued to ensure that clean, safe drinking water remained accessible for communities. In total, our 10,000-liter tanker delivered over 2,000,000 liters of water, including 10,000 liters to vulnerable households and 20,000 liters to the Utegi Dispensary during a cholera outbreak.



Tractor and Disc Plough

Through community rentals, new equipment gives smallholder farmers access to mechanization tools they cannot afford on their own.

Improved Farming Practices

Together, wheels and water are extending our reach to communities that previously relied on outdated practices. Our capacities continued to grow in 2025 and will be a priority for years to come.

PROJECT C.U.R.E.

2 CONTAINERS = 9 HEALTH CARE FACILITIES

Two 40-foot shipping containers brought medical equipment with a value of

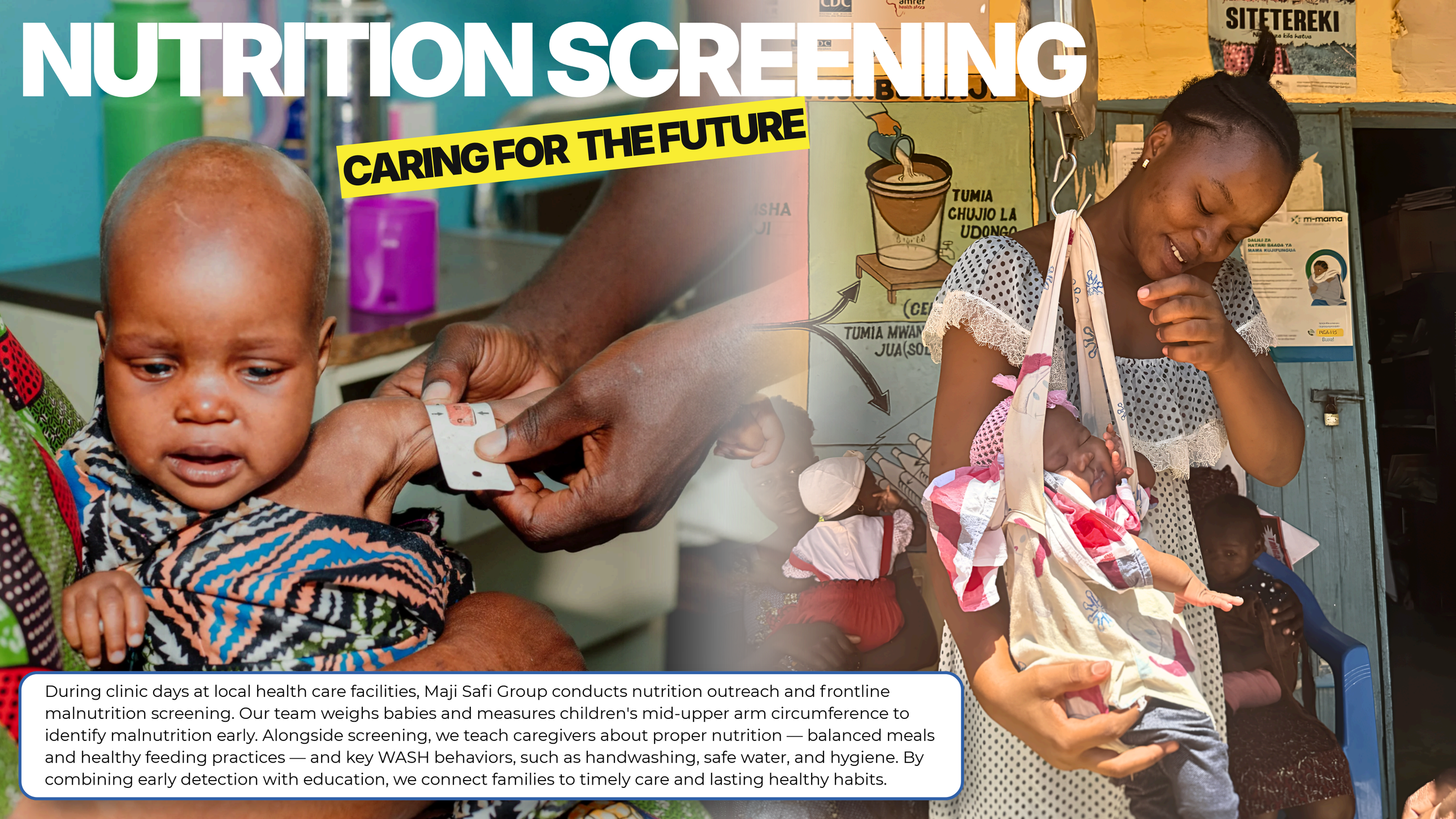
$1,000,000

In 2018, a single partnership between MSG and Project C.U.R.E. helped equip a life-saving ICU at the Shirati KMT District Hospital. By the end of 2025, nine frontline health care facilities had received vital equipment to improve patient care. Beds, tools, and supplies reached clinics that had long gone without. For the doctors and nurses, it meant finally being able to better utilize their full range of skills. What began at one hospital now strengthens care across the entire Rorya District.



NUTRITION SCREENING

CARING FOR THE FUTURE



During clinic days at local health care facilities, Maji Safi Group conducts nutrition outreach and frontline malnutrition screening. Our team weighs babies and measures children's mid-upper arm circumference to identify malnutrition early. Alongside screening, we teach caregivers about proper nutrition — balanced meals and healthy feeding practices — and key WASH behaviors, such as handwashing, safe water, and hygiene. By combining early detection with education, we connect families to timely care and lasting healthy habits.

CIRCUIT RIDER PROGRAM

+3 FACILITIES =
15 HEALTH CARE FACILITIES

Standards monitored at **12** facilities

New **WASH** infrastructure and equipment installations

Changuge, **Masike**, and **Rwang'enyi** dispensaries **joined the circuit**

MONITOR
Medical
Equipment
Installations

EVALUATE
Hygiene
Infection Control
Nutrition

ROTATING LOOP OF CARE

MAINTAIN
Pipes
Tanks
Latrines

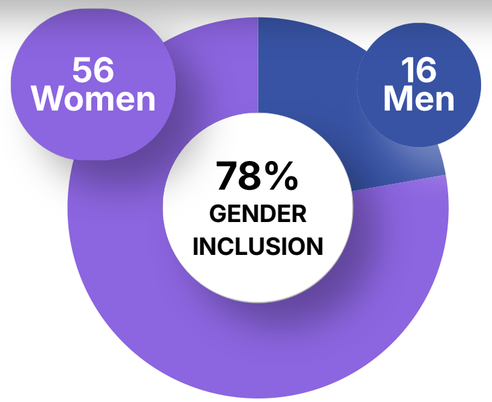
SUPPORT
Communities
Facilities

STREET BUSINESS SCHOOL

+1 COHORT = 4 COHORTS

MSG works closely with Street Business School to educate entrepreneurs, recognizing that poverty and limited economic opportunity are root causes of poor health outcomes and gender inequities. By giving women steady incomes and business ownership, all aspects of community and household well-being flourish.

In 2025, 72 participants — 56 women and 16 men — learned new skills in bookkeeping, market assessment, marketing, and business acumen. The year closed with a graduation full of pride and many successful business testimonies.





MSG US

CEMENTING OUR GROWTH



GARDEN PARTIES

Thank you to those who participated in our in-person events or sent donations in 2025!

OUR LARGEST INTER-ORGANIZATIONAL TRANSFER IN HISTORY!

$360,830

SENT TO MSG TANZANIA IN 2025



Behind every success stands a community of supporters — often an ocean away. Year after year, global generosity becomes local impact!

Every year, several events, grants, and a multitude of individual donors help MSG US continue to support our on-the-ground programming in Tanzania. In 2025, MSG US turned its energy toward cementing the growth seen in recent years and the potential for further growth. Our systems are as strong as ever and will carry MSG's mission well into the future.

FINANCIALS 2025

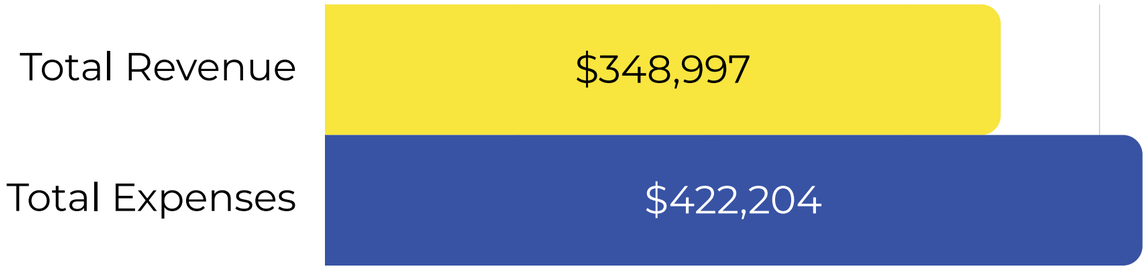
2025 was a year of planting, not just harvesting. We spent ahead of revenue by drawing on our reserves to build WASH Hub #2, widen our programs, and equip more facilities with WASH infrastructure. Reaching new communities means investing now and seeing the fruits for years to come.

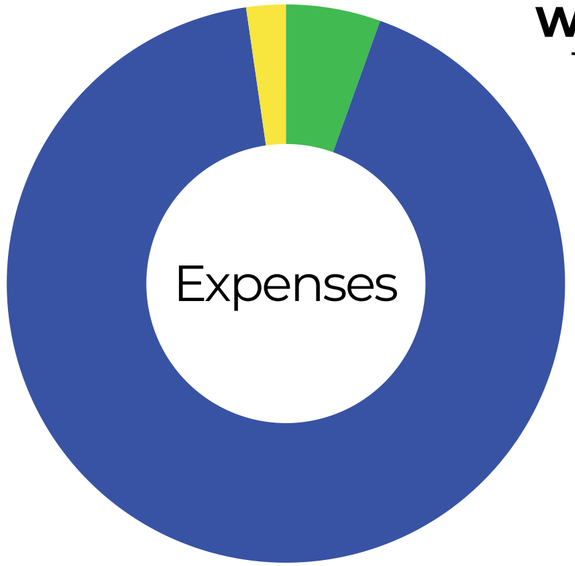
More than 92 cents of every dollar went straight to the field.

$345,050
Contributions & Grants

$196,602
End of Year Assets

REVENUE V. EXPENSES





WHERE EXPENSES WENT:
Total Expenses $422,204

- Programs **$389,407 | 92.2%**
- General & Management **$23,154 | 5.5%**
- Fundraising **$9,643 | 2.3%**



Behind every success stands a community of supporters.

We are so grateful.

2025 was an AMAZING year.

May there be many more to come!

MAJI SAFI GROUP

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Maji Safi Group is a publicly supported 501(c)3 non-profit corporation. All donations are tax-deductible.