



Asante Africa Foundation, Inc.  
**2012 ANNUAL REPORT**  
Educating Children | Transforming Worlds™



# Educating Children

We know that enriched minds collectively create better solutions to whatever challenges their communities face. Children who stay in school earn higher wages and tend to have smaller families that are vaccinated, well nourished, and educated. They gain the skills to start community businesses, find their voice, and choose peaceful paths to positive change.

Asante Africa Foundation believes in the power of knowledge as a catalyst to help young people create a future where they live their dreams. We partner with local leaders and educators to create safe and healthy learning environments, strengthen teaching quality and enhance learning, provide merit-based scholarships, and leadership and entrepreneurship development.

# Transforming Worlds



**OUR PURPOSE** is to educate and empower the next generation to positively influence the future of Africa and the world.

## Letter from CEO and Founder



**Education transforms worlds.** Most of us will agree to this eloquent, yet complex, statement. We know that education is the equalizer that enables one to realize a better future, break the cycle of poverty, reach peaceful solutions, discover new innovations, and change lives. What trajectory would your own life have taken without access to education? I reflect on this often, and it's this glimpse of a lesser reality that fuels my passion. It's what drives the organization's commitment to ensure that every African child, regardless of circumstance, has an opportunity to access quality education and thus to direct the course of their lives.

Stories throughout this report show transformations that happened daily in 2012 and I proudly reflect on four areas of focus that highlight our successes:

- 1 Learning in the Classroom.** We invested more deeply in technology, teaching materials, and teacher training to enhance the innovation, critical thinking, and problem-solving skills necessary to advance academic performance.
- 2 Life Beyond the Classroom.** To better prepare our students to overcome hurdles they'll face in life, we strengthened projects that foster entrepreneurship awareness and business competencies and deepen the application of leadership and life skills.
- 3 Girls' Advancement.** We formalized mentoring and educational programs to keep girls in the classroom, gave them safe spaces to work through their challenges, and initiated a tailored financial literacy program for younger girls.
- 4 Collaborating Partners.** We deepened and expanded several programs by collaborating with program partners across Africa and around the globe.

As we strive to increase the breadth and depth of our impact, we are deeply grateful to our community of supporters, investors, and volunteers. Your gifts provide thousands of children with the knowledge and skills they need to determine their own successful futures. Because of your generosity, our success is measured by lives changed for the better, and these are your successes too. We thank you for your partnership—together we will continue to transform worlds.

Asante Sana (Many Thanks),

Erna Grasz, CEO and Founder

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# Why Education?

## HIGHER WAGES

Enables higher wages for every year of additional education — 10% higher for boys and 25% higher for girls.

## ECONOMIC GROWTH

Increased job opportunities and stronger national development. No country has achieved continuous growth with less than 40% literacy rate.

## GENDER EQUALITY

Empowers women and promotes fewer child marriages, lessens slave labor and increases incomes for women to support their families.

## IMPROVED HEALTH

Improves maternal and child health, promotes smaller families with healthier children, and combats HIV contraction, malaria as well as other diseases.

## INNOVATION

Fosters creativity, entrepreneurship and increases local initiatives to solve local problems.

## PEACEFUL VOICE

Promotes greater political participation and lessens armed conflict; youth are more likely to elect peaceful approaches to change.



In today's East Africa, time is of the essence. There has never been a more critical time to increase our investment in children growing up in poverty with little or no access to a sustained, quality education. By 2040, Africa will be home to one in five of the planet's young people with a working population of 1.1 billion. The potential in these numbers is infinite, but without quality education today, the economic and social implications for their future are dire.

# **Asante Africa Foundation's Philosophies & Operating Principles**

## **WE ARE A LEARNING ORGANIZATION**

We excel at engaging and partnering with local experts and like-minded teams, creating a plan that everyone believes in, and moving forward with deliberate steps, while reflecting on how to be better at each new phase. We succeed in tandem with our educational partners and community leaders.

## **WE "LEAD FROM BEHIND"**

Our role is to mentor, coach, and skill build behind the scenes, enabling and empowering local leaders to be the prominent face and owners of projects. Lead locally. Staff locally. Team locally. Purchase locally.

## **WE ARE A "SEED PLANTING" ORGANIZATION**

We seed, cultivate, ignite growth and move on to another motivated village in need. It is the responsibility of the local leaders and communities to sustain locally and grow deep. We only enter into partnerships where communities want to contribute and are eager to lead.

## **WE BELIEVE THAT ALL OF OUR ACTIONS SHOULD BE TRANSPARENT, EXPLAINABLE, MEASURABLE AND ACCOUNTABLE—GLOBALLY**

All parts of our organization and our partners are measured to the same standard.

## **SUSTAINABILITY WILL BE ACCOMPLISHED THROUGH "PAYING IT FORWARD"**

Former students will sponsor new children. Previous Incubator participants will share their knowledge in schools and communities. Alumni students owning businesses will teach the next generation entrepreneurship and leadership skills. Past students, teachers and leaders will become mentors within our own organization.

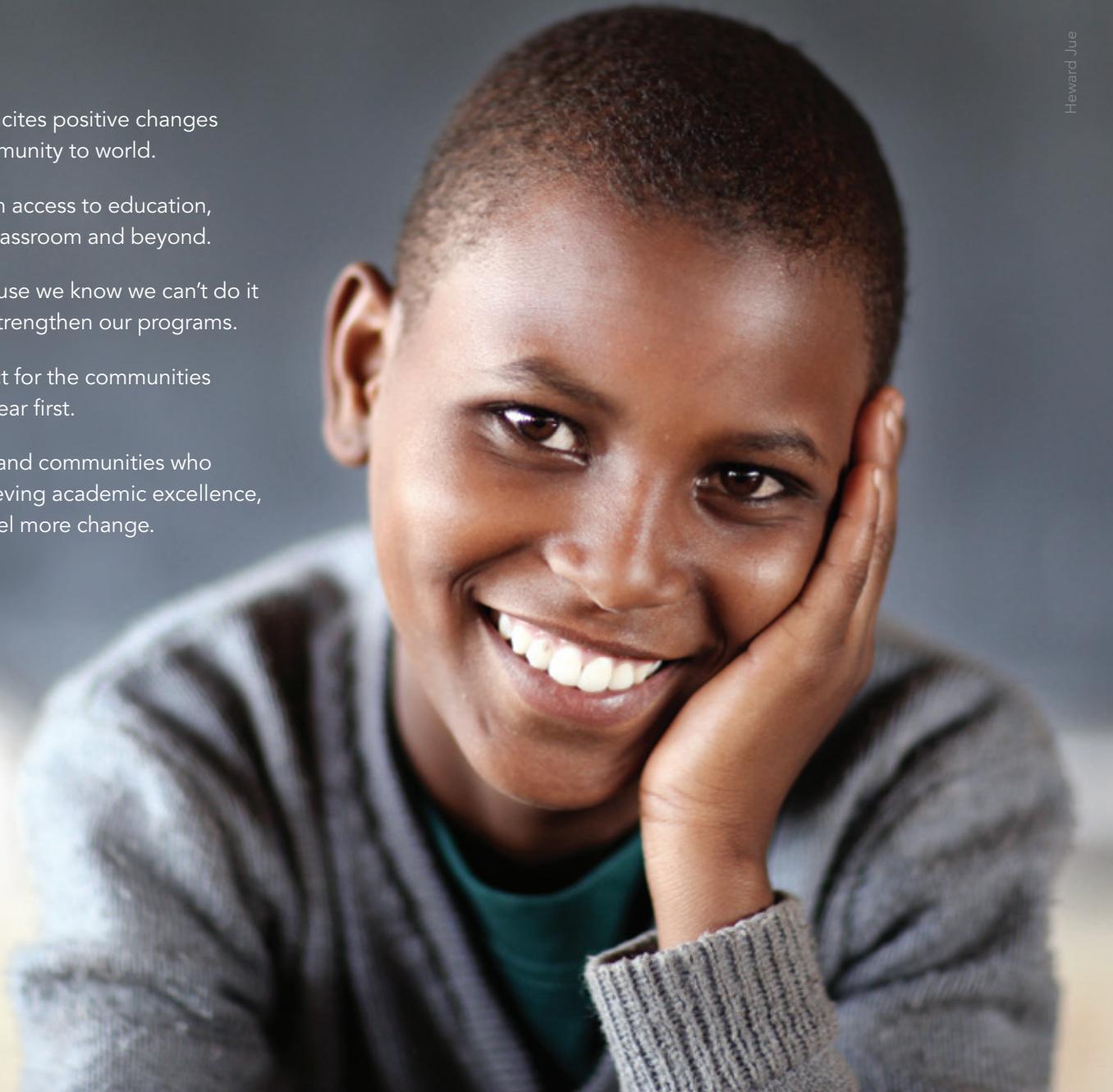
**WE BELIEVE** that education incites positive changes that ripple outward from child to community to world.

**Our approach** is comprehensive: from access to education, to paving the way for success in the classroom and beyond.

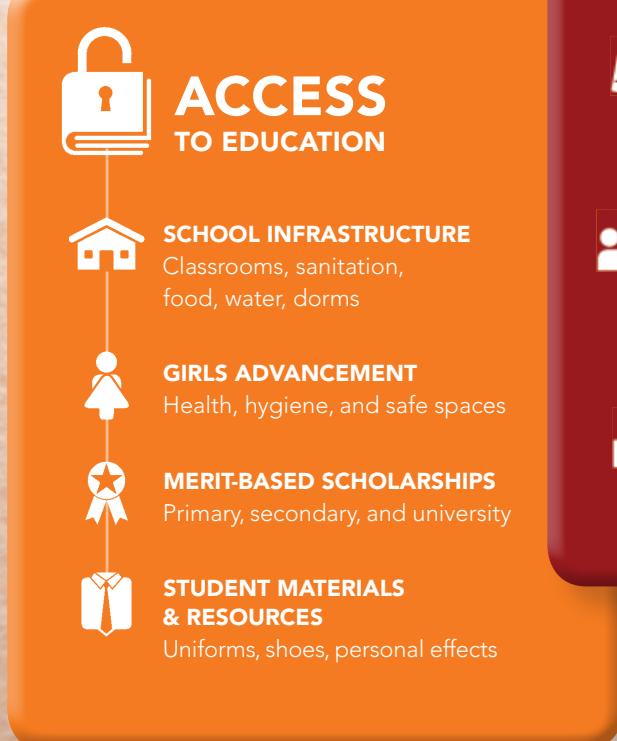
**Our philosophy** is collaborative because we know we can't do it all and that community partnerships strengthen our programs.

**Our values** are rooted in deep respect for the communities we serve so that it is their voices we hear first.

**Our impact** is evidenced by scholars and communities who are breaking barriers of all kinds, achieving academic excellence, and realizing their own potential to fuel more change.



## Asante Africa Foundation's Approach



Asante Africa Foundation is the catalyst that enables.



## Accomplishments & Reflection

Each year, our steady growth is paced by meaningful impact. Here are some highlights from

# 2012

**9** New village & community partnerships

**8** New partnering schools across both countries

**19** New capacity building projects (toilets, classrooms, water wells, pumps and materials for classrooms)

**200** New teachers introduced to our programs

**47** New schools introduced to our programs

**165** Scholarship students

**121** Graduates & alumni from Leadership Incubator

**3** Students in Tanzania will continue to college prep (A level)

**2** Students granted university scholarships

**7** Students qualified for university or technical college

11 out of 12 students (91%) qualified to advance from primary to high school compared to 56% national average.

26 out of 33 students (79%) graduated high school (Form 4) compared to 35% national average.



WEZESHA VIJANA  
**IMPACT**

**81%** of girls reported increased awareness, confidence and knowledge.

**64%** of girls felt more empowered to manage their body's needs.



## **Empower Girls | Create the Future**

### **The Wezesha Vijana Initiative**

Every month, Maria misses four to five days of school. By the end of the year, she will have missed up to 20%. The reasons? A lack of knowledge and resources to address her body's changing needs, coupled with inadequate toilet and hygiene facilities that would ensure her privacy and safety. If she is one of the lucky ones, she will return to school, but 1 in 10\* girls leave education behind once they enter puberty.

WEZESHA VIJANA WORKSHOP	Themes & Addressing Gender Specific Challenges
	<ol style="list-style-type: none"><li>1. Marriage, Relationships and Rights</li><li>2. Managing Sexual Maturation</li><li>3. Sex, Assault and Pregnancy</li><li>4. HIV/AIDS and STI</li><li>5. Moral Support and Communication Skills</li></ol>

The Wezesha Vijana Initiative addresses the "keeping girls in school" gap. The program incorporates fundamental sanitation needs (i.e., toilets with running water and hand washing stations) with life skills sessions on topics such as reproductive health and hygiene. Wezesha Vijana uniquely targets girls through tailored workshops that educate, empower and elevate their attendance and retention in school. The year-long pilot resulted in changed perspectives for over 250 girls who participated. Five of the six participating schools are now establishing girls' leadership training workshops to continue to cultivate peer support and hope.

\* UNESCO 2010 Global Monitoring Report



## Global Collaboration | Local Inspiration

Asante Africa Foundation identifies schools and communities that are motivated and committed to rising above their challenges. We promote awareness and engage global partnerships to directly aid in helping these local communities. The connection can create a powerful tide of action and change that lasts. The result? Partnerships strengthen, children flourish and communities thrive.

### Nchaishi Primary School, Kenya

Located in a rural Maasai village, Nchaishi Primary School was thirsting for support. The school lacked basic infrastructure, classroom resources and had fundamental water and sanitation needs. We knew the best way to lift this community up was to leverage multiple global partners. Over a period of a few years, these global resources have included fundraisers organized by California elementary schools and grants from local and international Rotary Clubs.

#### Results of Asante Africa Foundation's Leadership

Infrastructure	8 new classrooms, 6 new teachers' houses
Water & Sanitation	Rain water harvesting tank, Borehole & tank, 4 new toilets
Classroom Resources	500 new books, 50 new desks, chalkboards, teachers' chairs & tables



**"With grant funds, we change lives of the vulnerable children at the deeply rural Nchaishi School. This will ultimately help the entire village with education, lifting themselves out of poverty."**

—*Ted Mendelson, Chairman of the International Committee for the Danville-Sycamore Rotary Club*

**"Through the dedication of its students and the commitment of its headmaster and teachers, Tloma Primary School has been achieving excellent results in spite of serious limitations. We are pleased to partner with Asante Africa Foundation to further support this school and its students."**

—*Laura DeVere, Director, Social Capital Foundation*

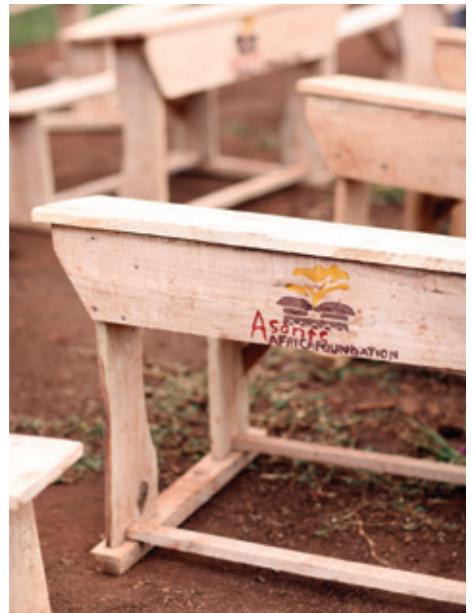
### **Tloma Primary School, Tanzania**

Tloma Primary School and its community severely lacked resources to support its swelling student population. Small, over-crowded classrooms, not enough desks and books, and a high student-to-teacher ratio all resulted in a sub-optimal learning environment. However, Tloma's strength was a talented headmaster, dedicated teachers and a supportive community of parents determined to overcome their challenges. We bridged a global partnership between Tloma

#### **Results of Asante Africa Foundation's Leadership**

Infrastructure	Newly renovated classroom
Student Supplies	Increased attendance and retention
Classroom Resources	300 new textbooks, 100 new desks

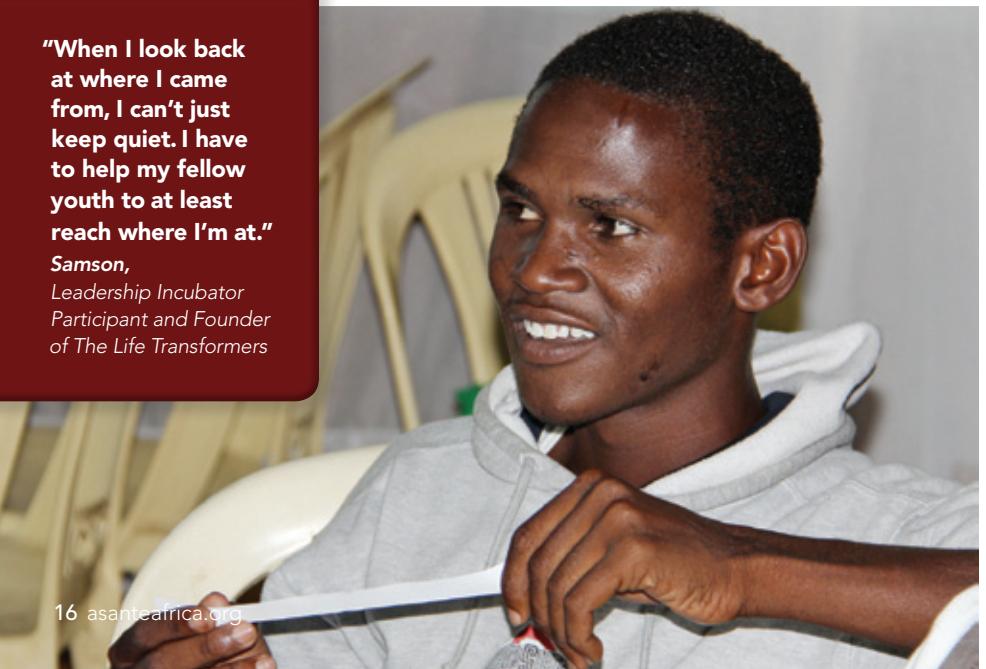
Primary, the International School of Monaco, and Social Capital Foundation to support the school's needs and fuel the community's hope for a brighter future.





**"After the Leadership Incubator, I learned how to think differently about the 'rocks in my road.' I started my own fruit stand and raised enough money for college."**

*Margaret,  
Leadership Incubator  
Participant and  
Entrepreneur*



**"When I look back at where I came from, I can't just keep quiet. I have to help my fellow youth to at least reach where I'm at."**

*Samson,  
Leadership Incubator  
Participant and Founder  
of The Life Transformers*



## Learn | Apply | Pay It Forward

### 2012 Leadership & Entrepreneurship Incubator

The Leadership Incubator began in 2010 to address the growing needs of our students to think about their futures, create a plan for achieving their dreams and gain exposure to life skills and critical thinking skills that can be applied beyond the classroom. Since then, the program has gained momentum, and demonstrates our belief that every student has the potential to become a thoughtful, innovative leader within his/her community. The program has evolved to include financial literacy and entrepreneurship development workshops. Along with deeper program growth, Asante Africa Foundation is witnessing the emergence of a new generation of change agents in our alumni. Lepilali and Sylviah are just two of our alumni who are already transforming the worlds in which they live.

#### 2012 LEADERSHIP INCUBATOR



#### Key Student Outcomes

- Gained leadership skills
- Increased self-confidence
- Increased ability to cope with peer pressure
- Increased financial literacy
- Educated on the prevention of HIV/AIDS
- Decreased likelihood to use drugs
- Decreased likelihood for corruptive behavior
- Mapped dreams and plans to attain education, entrepreneurial and career goals
- Primed for paying it forward



Raised by his brother who was a motorcycle taxi driver, **Lepilali** struggled to complete primary school because they could not afford the uniform or fees. Lepilali was awarded an Asante Africa Foundation Scholarship, allowing him to finish secondary school at the top of his class. He attended the Leadership Incubator and was inspired. He returned home and began sharing his new knowledge, initially in his own school, then in his home community and beyond. In 2012, Lepilali and five other Tanzanian Leadership Incubator alumni drafted a proposal to replicate a leadership program in several rural community schools for younger children. Fueled by newfound confidence and knowledge, Lepilali and his team are "paying it forward" to create a new culture of leadership for younger students.



**Sylviah** is an Asante Africa Foundation scholar in Kenya whose dream of becoming a teacher led her to volunteer at a rural primary school teaching math, science and Kiswahili. In 2011, after attending the Leadership Incubator, Sylviah returned home and began planning how to use her new knowledge to benefit her community. She recruited friends to help her start their own Leadership Incubator program for young girls. She approached family and community leaders to ask for support. Impressed with her conviction, they agreed to help. Sylviah gathered 65 girls between the ages of 10-14 from the surrounding area for the first annual Nchaishi Young Women's Leadership Training.

## Collaborate | Empower | Transform

### Strengthening Innovation & Practice in Secondary Education

At Asante Africa Foundation, we don't have all the answers but we know our strengths. Among them is knowing when to partner with like-minded organizations and leveraging each other's expertise to create greater impact. In 2012, Asante Africa Foundation submitted a proposal for a \$500,000 grant that brought together six organizations with complementary expertise in secondary education to deliver child-centric educational training and leadership development to teachers in rural Tanzania.



The MasterCard Foundation

Of 500 submissions, our proposal was 1 of 19 funded. We are forging a partnership with a consortium of philanthropic organizations and private donors including The MasterCard Foundation through the Partnership to Strengthen Innovation and Practice in Secondary Education. Ultimately, we will enable teachers to succeed in difficult teaching conditions and lift the academic and cognitive learning of Tanzanian secondary school students. The grant will significantly increase outreach and participation of educators in rural Tanzania, benefiting vulnerable and disadvantaged children.

Our partners share a common respect and philosophy for community engagement and identifying local solutions. Each organization brings their expertise and all are highly committed to inspiring teachers, strengthening learning in the classroom, and engaging youth as they enter the bigger world.

Asante Africa Foundation also thanks the following partners for their valuable contributions:



## Khan Academy Partnership

### Localizing World-Class Educational Content



We forged a successful partnership with Khan Academy in 2012 to translate almost 1,000 math and science videos from English to Kiswahili, significantly increasing accessibility of world-class content to learners throughout Kiswahili speaking East Africa.

The videos are available globally on YouTube and will soon be accessible to even the most rural communities through an offline version of Khan Academy, KA Lite (<http://learningequality.org>).

A second phase of the project will pilot a teacher's toolkit and training, ultimately elevating the resources and e-learning technology for students, teachers and administrators.

**"Khan Academy is excited to further our mission of 'providing a free world-class education for anyone, anywhere' by translating and localizing the videos into Swahili."**

*—Bilal Musharraf,  
Dean of Translations,  
Khan Academy*



**"This is a tremendous opportunity for these young people to contribute to an exciting global movement. This will go a long way in providing children access to education in even the most remote parts of Kenya."**

*—Acting Dean,  
School of Education,  
Narok University*





Looking Forward

2013

and Beyond

As the transformations from our early projects and scholars become reality, we are inspired with a tenacious drive to expand our impact. The needs are still great but the achievements of the past few years give us confidence in our ability to overcome the challenges ahead. Building on our strong foundation, even as we set our sights on greater impact and reach, our leadership has, with input from staff and stakeholders, identified the following key strategic areas of focus for 2013 and beyond:

- 1 Leadership and Entrepreneurship Incubator.** Expand program reach to include younger students and more remote regions, while continuing to engage upper secondary student involvement.
- 2 Girl-Centric Path to Success.** Expand existing girls' program (Health, Hygiene, and Financial Literacy) to broader geographies in Kenya and into Tanzania.
- 3 Child-Centered Teacher Training.** Expand award-winning teacher training program based on a multi-year, cross-organizational strategic plan, encompassing more districts and teachers and involving a wider range of educational experts.
- 4 Stronger Learning in the Classroom.** Bring e-learning capabilities to the classroom through infrastructure, computing technology, targeted teacher training, and student engagement. Given our recent partnership with Khan Academy, we're poised for significant impact.

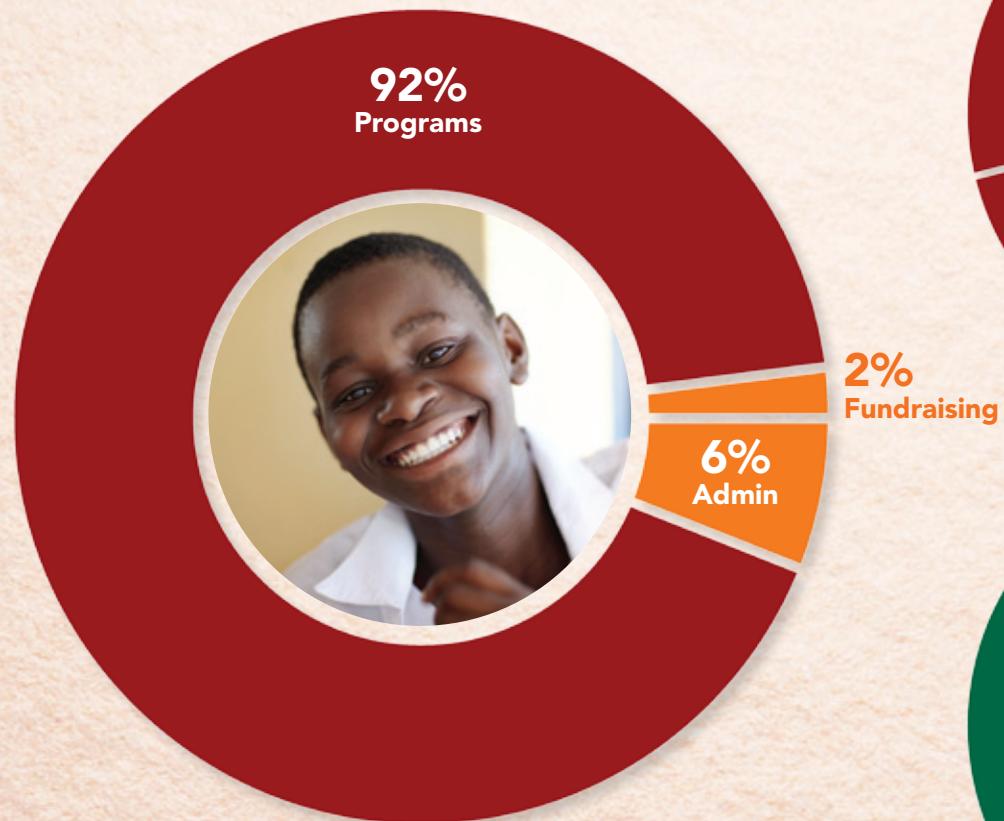
Historically, we have operated as a very lean organization and although Asante Africa Foundation has made great strides in scaling programs within the communities in which we work, two particular action items are critical to longer term growth and impact.

- 5 Strengthen Organizational Capacity.** Develop staff members in Kenya and Tanzania for the next levels of responsibilities, monitoring and evaluation expertise, fundraising and communication support. This ensures our attraction to donor support and partnerships with other organizations in East Africa.
- 6 Programmatic Expansion in East Africa.** Strategically expand into the next East African country with the skills, resources, and proven education models that Asante Africa Foundation and partner organizations can contribute.

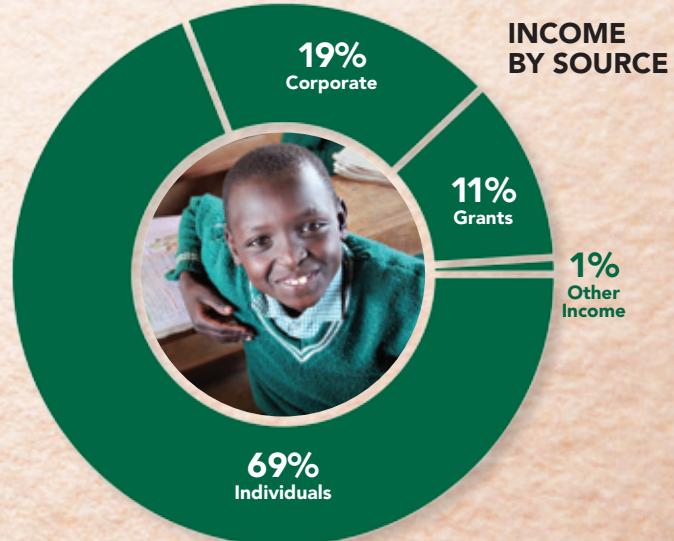
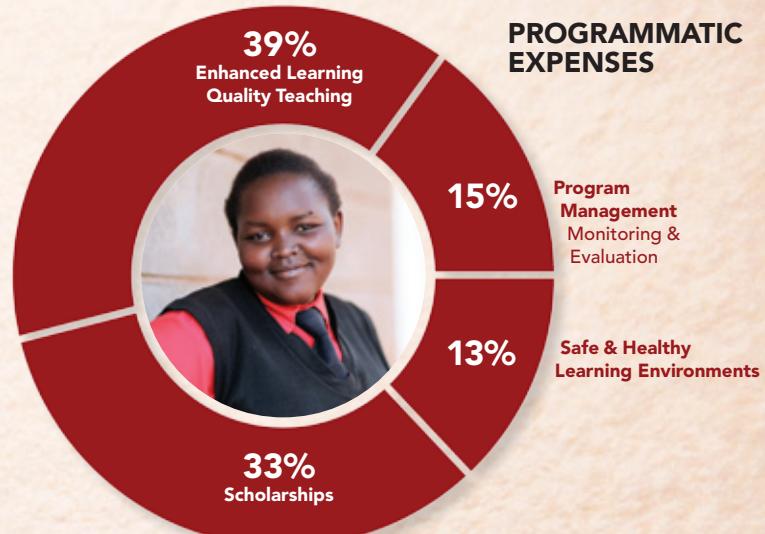
With your funding and support, we are confident we can accomplish these audacious goals. Collectively we are "Transforming Worlds." Sometimes it's one child's world in Africa and sometimes it is our own. Come be a part of this amazing journey with us.

## 2012 Financial Summary

### EXPENSES BY CATEGORY



The child is at the center of everything we do. Our work focuses on building a support system for each student's success.



<b>Asante Africa Foundation</b>	<b>FY11</b>	<b>FY12</b>
<b>INCOME</b>	Actual	Actual
Total Individual Contributions	247,383	222,551
Total Corporate Contributions	61,280	62,442
Total Grant Contributions	60,000	35,691
Sales/Other Income	3,484	2,653
<b>Total Cash Income</b>	<b>372,147</b>	<b>323,337</b>
In-Kind Contributions (services, advertising)	330,015	424,857
<b>Total Income (Cash and In-Kind)</b>	<b>702,412</b>	<b>748,444</b>
Cost of Goods Sold	(3,484)	(2,841)
<b>Gross Profit</b>	<b>698,928</b>	<b>745,603</b>
<b>OPERATING EXPENSES</b>		
Total Program Costs	(240,291)	(255,930)
Fundraising	(10,000)	(5,859)
Administration/Other	(13,147)	(16,433)
<b>Total Operating Expense</b>	<b>(263,438)</b>	<b>(278,222)</b>
In-Kind Expenses - All categories	(330,015)	(424,857)
<b>Operating Income</b>	<b>105,475</b>	<b>42,524</b>
Total Net Assets - Reserve into 2013	106,093	132,575

All figures in USD

## Corporate Contributors

Without the generous support of our corporate donors, both in professional services and time, Asante Africa Foundation would not be able to fulfill its mission and achieve exceptionally low administrative and fundraising costs.

Finishing First Web Services

Google, Inc.

Heward Jue Design & Photography

Maria Theren Design

MeetGeraldine.com

Salesforce.com

Salesforce.com Foundation

## Our Commitment to Our Donors

- Do what we say we will do
- Be transparent in all that we do
- Operate as efficiently as possible to maximize donor dollars into Africa
- Prepare for responsible expansion in East Africa



Kenya BOD



Tanzania BOD



North America BOD

Asante Africa Foundation

## 2012 Global Leadership Team

Our all-volunteer Board of Directors is highly committed to the vision of providing quality education to the children of East Africa. Each year, one global team comes together to review the strategic plan, celebrate accomplishments, share new knowledge and set the course for the next year.

### KENYA BOARD

**Charlie Waigi** — Chairperson; Director, Jeremy Academy; Retired Executive

**Ruth Kigundu** — Director; Human Resources and Strategy Consultant

**Moses Ngware** — Director; Head of Education Research Program, APHRC

**David Mumo** — Advisor; Education Specialist

**Teresia Waigi** — Advisor; Director, Jeremy Academy, Limuru, Kenya

**Fred Lasakale** — Advisor; Director, Wamba Development Community

### TANZANIA BOARD

**Donna Duggan** — Chairperson; Co-Founder of Maasai Wanderings Company

**Dennis Lyamuya** — Director; Founder of Kwetu Tours Tanzania Company

**Yohana Mcha** — Advisor; Director and Founder, Orkolili Secondary School

### NORTH AMERICA BOARD

**Erna Grasz** — CEO; Chairperson

**Mike Carter** — Vice President and Director

**Heather Newlin** — Secretary and Director

**Colin Higgins** — CFO and Director

**Nancy Battey** — Director

**Monic Hahn** — Director

**Karen Jeu** — Director

**Allyson Haug** — Director

**Heward Jue** — Director

**Mark Newton** — Director

**Paru Yusuf** — Director

**Shirley West** — Advisor

**Marth Kimani** — Advisor

**Catherine Ndungu-Case** — Advisor

**Doug Nelson** — Advisor

**Susan Olofson** — Advisor



Asante Africa Foundation

## 2012 Program Team

Our Program Team is currently dispersed across three countries: Kenya, Tanzania and the USA. We work collaboratively to engage communities around educational needs, identify best practices drawn from our diverse cultural contexts, and efficiently address day-to-day operations.

### KENYA PROGRAM TEAM

**Gathii Kanyi** — Kenya Program Manager

**Mary Olusi** — Girls' Program Manager

**Anthony Nderitu** — Leadership Academy Project Manager

**Alex Musia** — Intern

**Samson Nyongesa** — Intern

### TANZANIA PROGRAM TEAM

**Daniel Kambewe** — Tanzania Program Manager

**Albert Jumbe** — Tanzania Scholarship Manager

**Tyler McBrien** — Intern

**Hilda Lema** — Intern

### GLOBAL PROGRAMS

**Ashley Orton** — Director of Programs (USA-based)

**Marina Todesco** — Research and Evaluation Associate

### US-BASED INTERNS

**Kate Marple-Cantrell** (UC Berkeley)

**Christina Won** (Amherst College)

**Zoe Leonard-Monrad** (Macalester College)

**Gwendoline Mommeja** (UC Riverside)

**Adhanet Ghebray** (St. Mary's College)

**Marshall Danese** (Acalanes HS)

**Rachel Frank** (Acalanes HS)

**Sri Muppidi** (Amador HS)

**Isha Patnaik** (Harker HS)

### STIPEND & VOLUNTEER STAFF

**Laurens Drost** — Volunteer Manager

**Susan Grossman** — Website Design

**Bobbie Her** — Marketing and Communications

**Brigitte Tiszauer** — Donor Management

**Shirley West** — Scholarship Coordinator/Logistics

**Gwendoline Mommeja** — Social Media

**Jessica Marie** — Social Media

**Natalia Milner** — Social Media

**Maryanne Marubu** — Social Media

**Nisha Ramachandran** — Google Analytics

### MAJOR PROJECT LEADERS

**Angela Hilsenbeck** — Fall Event Co-Manager

**Ernie Legaspi** — Fall Event Co-Manager

**Heward Jue** — Annual Report

**Emma Dredge** — Programs, Teachers

**Miranda Newman** — SEO, SEM, Events

**Geraldine Convento** — Website Design

**Sapna Rao Srigiri** — Website Design

### PROGRAM PROJECT TEAM

**Anisa Doughterty** (GSPP-UC Berkeley)

**Sara Fewer** (GSPP-UC Berkeley)

**Latoya McDonald** (GSPP-UC Berkeley)

### MARKETING PROJECT TEAM

**Jessica Marie** (St. Mary's College)

**Craig Morgan** (St. Mary's College)

**Eunice Avila** (St. Mary's College)

**Zack Weinberg** (St. Mary's College)



## Learn More | Take Action | Create Awareness

Knowledgeable and empowered youth can set the global stage for a brighter future. Young people are significant in our work, not only as participants in our programs and projects, but also as advocates for our vision. While our mission and vision are focused on young people and children in East Africa, we have impacted the global consciousness and knowledge of young people throughout the world by bridging connections and providing opportunities to get involved. Every year, we encounter young people who astound us with their passion, hope and creativity. Please visit [youthinaction.asanteafrica.org](http://youthinaction.asanteafrica.org) to find resources about our work in East Africa and learn how you can take action today.



#### ACKNOWLEDGMENTS

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Jalyn Feth, Erna Grasz

Photography: Erna Grasz, Heward Jue

#### GET INVOLVED

- Volunteer with Asante Africa Foundation
- Host an Asante Africa Foundation event at your home
- Like us on Facebook and tell your friends about us
- Share this annual report with a friend
- Make a gift to Asante Africa Foundation

#### NEED MORE INFORMATION?

- Want to make a donation, but have a question?
- Need information about making a legacy gift through your will?
- Have a donor privacy question?
- Interested in organizing a special event?
- Need a copy of our annual report or financial statements?
- Have a media question or an interview request?
- Want to volunteer or intern with Asante Africa Foundation?
- Have you misplaced your tax receipt?
- Any other questions or inquiries? Call 925-292-0245 or email [info@asanteafrica.org](mailto:info@asanteafrica.org) and we can guide you.

**Asante Africa Foundation** believes in the power of knowledge as a catalyst to help young people create a future where they live their dreams. We partner with local leaders to create safe and healthy learning environments, strengthen teaching quality, enhance learning, and provide scholarships and leadership development. You can help make a real, life-changing impact.

**Be part of the solution. Be part of the journey.**



Educating Children | Transforming Worlds™

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