Asante Africa Foundation, Inc.

EMPLOYING THE FUTURE

Educating Children | Transforming Worlds™

Photo: Elley Ho
OUR MISSION
TO EDUCATE AND EMPOWER THE NEXT GENERATION OF CHANGE AGENTS, WHOSE DREAMS AND ACTIONS TRANSFORM THE FUTURE FOR AFRICA AND THE WORLD
Asante Africa Foundation believes in the power of knowledge as the catalyst that will empower the next generation of change agents. We provide youth in deeply rural areas of East Africa with access to quality education and the tools to apply their knowledge beyond the classroom, creating opportunities to transform Africa and the world.

We know that enriched minds collectively create better solutions to whatever challenges their communities face. Children who stay in school will earn higher wages and have smaller, healthier families. They gain the skills and confidence to start businesses, find their voice, and work with their communities to create peaceful paths to positive change.

Our Girls Advancement programs educate rural girls on personal health and hygiene and financial literacy using approaches that are meaningful for them. In 2013, we grew from one pilot to six districts and demonstrated a direct impact on healthier choices, improved school attendance and academic performance. We introduced nearly 1,000 girls to the basics of saving, financial planning and banking relationships. The impact multiplies when the girls share the knowledge with their mothers, sisters, and peers. Until now, these were things never talked about with rural girls.

Our Integrated Teacher Training program completed its first year. This program distributes an award-winning teaching model to rural areas that typically have little access to new learning approaches. At the end of year one, we have already educated over 800 teachers and administrators and 9,000 students across Tanzania. Teachers are more excited to teach, students are more engaged, and schools are performing better, and we are poised for even greater reach.

Our Leadership and Entrepreneurship Incubator strengthened students’ non-academic skills by fostering entrepreneurship awareness and business competencies while deepening the application of leadership and life skills. They in turn showed us they are more than willing, and able, to take ownership of their future, mobilizing and creating change in their home communities. Alumni formed one national and two local community-based organizations in Kenya as well as one national non-profit in Tanzania. We estimate a 10x knowledge sharing on relevant topics such as saving money, starting a business, performing better in school, avoiding drugs and the wrong crowd, and how to envision a dream and make plans to achieve it.

This report is full of examples of how Asante Africa Foundation impacts change for individual students and teachers, but also how our programs arm so many more— their parents and others in the community—with the training and tools they need to realize their potential. On behalf of these entrepreneurs, leaders, and innovators, I extend my heartfelt thanks. Your generous support allows powerful changes to sweep across communities and dreams to be realized. That’s what I call collaboration.

Erna Grasz, CEO and Founder
OUR MOTIVATION  There has never been a more critical time to invest in quality education for East African youth. Africa has made tremendous progress in all aspects of human and economic development over the last twenty years, with a collective GDP now roughly equal to Brazil’s or Russia’s and a rate of return on foreign investment higher than any other developing region.* The potential in these numbers is infinite, but without quality education today, the economic and social implications for the future are dire. *Source: McKinsey & Company

EDUCATION TRANSFORMS THE FUTURE

**HIGHER WAGES**
Enables higher wages for every year of additional education; 10% higher for boys and 25% higher for girls.

**GENDER EQUALITY**
Empowers women and reduces child marriages and sex trafficking. Increases incomes for women to support their families.

**ECONOMIC GROWTH**
Increases job opportunities and strengthens national development. No country has achieved continuous growth with less than 40% literacy rate.

**INNOVATION**
Fosters creativity and entrepreneurship. Increases local initiative to solve local problems.

**PUBLIC HEALTH**
Improves maternal and child health. Women who attend high school average three fewer children. Combats HIV contraction, malaria and other diseases.

**PEACEFUL VOICE**
Promotes greater political participation and lessens armed conflict; youth are more likely to elect peaceful approaches to change.
ASANTE AFRICA FOUNDATION’S APPROACH

ACCESS TO EDUCATION
- School Infrastructure: Classrooms, sanitation, food, water, dorms
- Girls Advancement: Health, hygiene, and safe spaces
- Merit-Based Scholarships: Primary, secondary, and university
- Student Materials & Resources: Uniforms, shoes, personal effects

LEARNING IN THE CLASSROOM
- Enhanced Learning Environments: Books, desks, lab equipment, teaching materials
- Educator Support & Development: Training in best practices, child-centered teaching, leadership development
- Outcomes & Measurement: Monitoring and evaluation, refine and redesign

BEYOND THE CLASSROOM
- Leadership Development: Youth, educators, community
- Income Generation Preparedness: Employment/entrepreneurship readiness, financial skills, business planning
- Girls-Focused Life Skills: Financial literacy and empowerment
- Pay It Forward: Support for locally-led initiatives rooted in Asante Africa Foundation’s philosophy

ASANTEAFRICA.ORG
WE ARE A PARTNERING ORGANIZATION
We achieve our best results by engaging local experts, educational partners and community leaders to create a plan everyone believes in. We coach and mentor as needed, while walking side by side with our partners. This empowers local leaders to own projects and results in deeper, lasting changes.

WE ARE A “SEED PLANTING” ORGANIZATION
We seed, cultivate, start the growth, promote sustainability and self-reliance, and then move on when appropriate. We want to uplift individuals and communities, but we only engage when the community is a vested partner.

WE BELIEVE IN “PAYING IT FORWARD”
We hold dear the notion of helping somebody behind you come forward as a way of passing on the help that you originally received. Scholarship students will sponsor new children, leadership incubator participants will start clubs for other youth, trained teachers will teach their colleagues, etc. This organizational practice results in seismic, sustainable social change and thriving individuals and communities.

WE ARE A LEARNING ORGANIZATION
Questioning, evaluating and refining at every step allows us to continuously innovate and remain mindful of the needs of those we serve and how our programs impact them.

WE ARE TRANSPARENT AND ACCOUNTABLE
We, and all of our local and international partners are accountable for all decisions and actions. Everyone is measured to the same high standards of integrity.

Our values are rooted in the concept of Tuko Pamoja (we are together). We believe in the dignity of the individual and the community, and that we have a shared story that connects us together and allows us to lift one another up.
PROGRAM HIGHLIGHTS

BEYOND THE CLASSROOM

ACCESS TO EDUCATION

LEARNING IN THE CLASSROOM

asanteafrica.org
TRANSFORMING GIRLS’ WORLDS IN THE CLASSROOM & BEYOND

In 2013, Asante Africa Foundation grew our Girls Advancement Programs, forming and maintaining relationships with several schools in Kenya, including Kisiriri, Ollopito, St. Mary’s, and Narok Youth Polytechnic. With support from the schools and local community leaders, we not only expanded our puberty and health education programs, but successfully implemented girls’ financial literacy programs.

The complicated social norms surrounding puberty are among the top reasons girls don’t finish school in Africa. They don’t understand what's happening in their bodies, and may face pressures related to genital cutting or early marriage. Our Wezesha Vijana Workshops are gaining international recognition as a best practice in puberty education. Trained peer mentors teach a comprehensive health and social curriculum. As a powerful outcome, the girls proactively formed clubs meeting weekly to educate other girls who were not project participants. Evaluations highlighted the girls’ improved knowledge, increased self-confidence and positive attitudes toward coping with peer pressure, talking to friends and parents, and school attendance.

The Financial Literacy Program takes girls’ empowerment to the next level by providing them with 14 sessions to build knowledge around finances and better prepare for financial independence. A partnership with Kenya Women Finance Trust enabled us to open bank accounts for some of the girls to improve readiness for further saving and money management. The project encourages girls to share their concerns and feelings with parents and friends.

Asante Africa’s Girls Advancement Programs give girls the opportunity to create bright futures by taking charge of decisions regarding their bodies and finances. This ultimately heightens their chances of moving towards entrepreneurship and independence to become leaders in their own communities.

“There is no tool for development more effective than the education of girls and the empowerment of women.” — Kofi Annan
INTEGRATED TEACHER TRAINING PROGRAM

The past year saw substantial progress in Asante Africa Foundation’s Integrated Teacher Training program, a three-year project involving Teaching in Action (TIA), mock exams, parental engagement, and debates. We continue to grow the program with the support of The Partnership to Strengthen Innovation and Practice in Secondary Education (PSIPSE)—a collaboration between The MasterCard Foundation, MacArthur Foundation, Human Dignity Foundation, Intel Foundation and others— which is testing fresh ideas and scaling those that work.

The level of engagement by community leaders is a strong indicator that our recent successes will translate to sustainable growth. 300 parents participated in meetings from the six rural project clusters. Parental engagement has been crucial to increasing girls’ enrollment, as well as clarifying the economic benefits of education. This all indicates that the program is gaining traction by empowering locals to make their culture more supportive of education.

This process illustrates our ethos to drive development by catalyzing and growing local talent and constantly engaging the community for input and response. Thus we gain traction quickly and organically, as evidenced by the successful training of 38 teacher facilitators, or ‘Guardians’ who proceeded to roll out teacher training programs at their own schools. As a result, we have received a strong endorsement from Tanzania’s Ministry of Education.

Tangible results from the ITT initiative include the formation of English debate clubs aiming to equip students with the skills they need to demonstrate their talent all across rural Africa, and honing teachers’ abilities to cultivate and harness that talent. Our initial goal of reaching 300 students has scaled dramatically, organizing learning outcomes for over 4,500 pupils, and we hope to build on these results as more communities embrace the ITT model.

“Secondary education is a critical step in a young person’s journey to higher education or the workforce. This partnership is testing new ideas and scaling approaches that have the potential to transform how education is accessed, while improving the quality and relevance of what is being taught.”

—Reeta Roy, President and CEO
The MasterCard Foundation

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Technology is a vehicle for today’s wealth, creating opportunities in both education and employment. Africa is attracting top companies to drive the era of technology consumerism, but without a workforce that is well educated and trained in technology, no strong capability will emerge for creating and managing high-tech processes.

Our Technology in the Classroom initiative is designed to not only improve the educational experience, but also create new economic opportunity in rural African communities. We are working with local educators, international technology firms, and community leaders to implement technology in secondary schools.

Less than 25% of Africa’s rural areas have access to reliable electricity supplies, leaving many isolated and disconnected. The Technology in the Classroom initiative focuses on partnerships with companies seeking to build their business on the African continent, and provide rural communities with access to power and technical education.

The Ministries of Education welcome public-private partnerships, which expose our learners to new technologies and information in interactive and engaging ways while growing the local economy. The students who participated in our partnership with Khan Academy have demonstrated that investment in technical education leads to career opportunities. As they continue to succeed in business and become thought leaders in their own right, Asante Africa Foundation and the Technology in the Classroom initiative will continue to replicate that success in new communities.
LEADERSHIP & ENTREPRENEURSHIP INCUBATOR | Africa’s Youth: A New Generation of Change Agents

The Leadership and Entrepreneurship Incubator started in 2010, and to date has brought over 400 youth together from Kenya and Tanzania to practice financial literacy, job readiness, and life skills required for success beyond the classroom. Asante Africa Foundation’s comprehensive approach focuses on personal leadership and development, life post secondary school, and global citizenship. Since the pilot, the program has grown significantly and indirectly impacted over 4,000 students. 97% of participants report that the program helped them feel more confident and see a way forward.

A weeklong immersion in a fun, collaborative, and supportive learning environment teaches students about dream mapping and creating a strategy to keep them on track toward their goals. They explore different careers while gaining financial skills and creating an action plan to pay it forward. Returning students take on greater responsibility in the program by facilitating workshops, mentoring new students, and participating in project management training.

97% of participants report increased confidence

For Africa’s young leaders, the program provides a unique opportunity to find their voice and confidently work with community elders to change not only their future, but also the future of their continent.
PAY IT FORWARD
Amplifying the Transformation

Sometimes the greatest outcomes and deepest impacts come not as a direct result of our actions, but from the actions of those we have inspired. This has become most evident with our Leadership and Entrepreneurship Incubator program and its emphasis on paying it forward. An important concept integrated throughout the program, paying it forward awakens the realization in youth that they have skills, talents and knowledge that others may lack. It inspires them to take action in their own communities, and share their gifts to create change for the better.

As we watch these youth grow into much-needed agents of change, it is clear that paying it forward is becoming a significant part to our bigger strategy. The proliferating effect of paying it forward is hopeful. While these youth implement their projects, not only are they touching the lives of others, but building self-confidence, resolve, and responsibility within themselves. Before our eyes, they are becoming the community leaders, village elders and the visionaries needed to create lasting positive change.

What we are witnessing has been nothing short of awe-inspiring to us—the impact that these youth are having has truly gone full circle.

Several alumni of the Leadership and Entrepreneurship Incubator recently founded Angaza (“Shining Light”) Foundation, a new community-based organization focused on teaching leadership skills to youth in Narok, Kenya.
We are always amazed by the tenacity of young people and the community that supports their commitment and efforts. Whether in the US or East Africa, young people prove time and again that they have what it takes to do more.

Our **Youth In Action Program** makes it easy for young people to learn more about our mission and create awareness of the inequalities of education while supporting their peers in Kenya and Tanzania.

A long supporter of Asante Africa Foundation is Orion Alternative Elementary School. In the spring of 2013, teacher Jennifer Loewen led Orion in their 5th walk-a-thon, simulating the 10-mile walk many students in Africa take each day to school. Students raised nearly $3,000 for textbooks and classroom supplies for Matonyok Primary School in Kenya.

Grattan Elementary School has a strong history of support as well. With the help of teachers like Sue Ellen Perez-Shea, Grattan’s “Fun Run” raised over $3,000 to support our programs. With each lap completed, students gained a mark on their arm to show their sponsors their growing contributions.

The impact of young people’s activism increases our support, while creating cultural exchange and connections across continents that encourage youth to care about others. They are global citizens who have become ambassadors for a better world and created positive changes in the lives of students in East Africa. Learn how you can help your child to be a part of Youth In Action by visiting [youthinaction.asanteafrica.org](http://youthinaction.asanteafrica.org)
OUR REACH + IMPACT

STUDENTS EDUCATED

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<tbody>
<tr>
<td>Students</td>
<td>1,070</td>
<td>4,100</td>
<td>5,176</td>
<td>5,593</td>
<td>17,000</td>
<td>23,000</td>
<td>30,000</td>
<td>36,000</td>
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TEACHERS TRAINED

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<tr>
<td>Teachers</td>
<td>2</td>
<td>36</td>
<td>250</td>
<td>480</td>
<td>660</td>
<td>1,580</td>
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SCHOOLS TRANSFORMED

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<tbody>
<tr>
<td>Count</td>
<td>4</td>
<td>7</td>
<td>9</td>
<td>15</td>
<td>18</td>
<td>96</td>
<td>143</td>
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COMMUNITIES SERVED

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<tr>
<td>Count</td>
<td>8</td>
<td>14</td>
<td>17</td>
<td>22</td>
<td>33</td>
<td>36</td>
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Founded in 2006, we have seven years of progressive growth and demonstrated impact. As we look forward to 2020, collectively we are creating a stronger global community—"Tuko Pamoja."
LOOKING FORWARD
2020 VISION

2013

Awarded MasterCard Foundation Grant

2014

High School Teachers Training Launched with 800 Teachers — 39,000 Lives Impacted

2015

First University Students Graduate

2016

First Business Competition Hosted

2017

L&E Incubator Adds Third Country

2018

Teachers Program Wins Award

2019

Student Wins Innovation Award for Software

2020

CEO Position Filled by East African

5,000 Graduates of L&E Incubator from East Africa

100,000 Lives Impacted

Wezesha Girls Program Recognized by UNESCO and Scaled to TZ
The child is at the center of everything we do. Our work focuses on building a support system for each student’s success.
Asante Africa Foundation

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<thead>
<tr>
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<th>FY12</th>
<th>FY13</th>
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<tbody>
<tr>
<td><strong>INCOME</strong></td>
<td>Actual</td>
<td>Actual</td>
</tr>
<tr>
<td>Total Individual Contributions</td>
<td>222,551</td>
<td>318,906</td>
</tr>
<tr>
<td>Total Corporate Contributions</td>
<td>62,442</td>
<td>42,904</td>
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<tr>
<td>Total Grant Contributions</td>
<td>35,691</td>
<td>202,092</td>
</tr>
<tr>
<td>Sales/Other Income</td>
<td>2,653</td>
<td>6,376</td>
</tr>
<tr>
<td><strong>Total Cash Income</strong></td>
<td><strong>323,337</strong></td>
<td><strong>570,278</strong></td>
</tr>
<tr>
<td>In-Kind Contributions (services, advertising)</td>
<td>424,857</td>
<td>379,559</td>
</tr>
<tr>
<td><strong>Total Income (Cash and In-Kind)</strong></td>
<td><strong>748,194</strong></td>
<td><strong>950,087</strong></td>
</tr>
<tr>
<td>Cost of Goods Sold</td>
<td>(2,841)</td>
<td>(1,788)</td>
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<tr>
<td><strong>Gross Profit</strong></td>
<td><strong>745,353</strong></td>
<td><strong>948,299</strong></td>
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**OPERATING EXPENSES**

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<tr>
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<th>FY12</th>
<th>FY13</th>
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<tbody>
<tr>
<td>Total Program Costs</td>
<td>(255,930)</td>
<td>(435,070)</td>
</tr>
<tr>
<td>Fundraising</td>
<td>(5,859)</td>
<td>(34,071)</td>
</tr>
<tr>
<td>Administration/Other</td>
<td>(16,433)</td>
<td>(48,865)</td>
</tr>
<tr>
<td><strong>Total Operating Expense</strong></td>
<td><strong>(278,222)</strong></td>
<td><strong>(518,006)</strong></td>
</tr>
<tr>
<td>In-Kind Expenses – All categories</td>
<td>(424,857)</td>
<td>(379,559)</td>
</tr>
<tr>
<td><strong>Operating Income</strong></td>
<td><strong>42,524</strong></td>
<td><strong>50,734</strong></td>
</tr>
<tr>
<td><strong>Total Net Assets - Reserve into 2014</strong></td>
<td><strong>132,575</strong></td>
<td><strong>184,847</strong></td>
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*Asante Africa Foundation, Inc. is a 501(c)3 nonprofit charitable organization, and has Charitable NGO status in Kenya and Tanzania.*

### Get Involved with Asante Africa Foundation
- Make a gift (click the DONATE button on our website)
- Host a fundraiser or a giving circle
- Volunteer (see current opportunities at asanteffrica.org/get-involved)
- Like our Facebook page and share our posts
- Share this Annual Report with a friend
- Ask about Corporate Partnerships

### OUR COMMITMENT TO OUR DONORS
- Do what we say we will do
- Be transparent in all that we do
- Operate efficiently to maximize donor dollars into Africa
- Prepare for responsible expansion in East Africa

**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.

Google, Inc.
Heward Jue Design & Photography
MeetGeraldine.com
Salesforce.com
Sonoma Leadership Systems
Our global program team is currently dispersed across three countries—Tanzania, Kenya, 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 Kwena — Girls Program Manager
- Peninah Atiano — Kenya Scholarship Manager
- George Mbugua — Finance Officer
- Samuel Siameto — Intern
- Samson Nyongesa — Intern
- Carolyn Sunte — Intern

**TANZANIA PROGRAM TEAM**
- Ewald Tesha — Tanzania Program Manager
- Albert Jumbe — Tanzania Scholarship Manager
- Hilda Lema — Girls Program Manager
- Zakayo Kipuyo — Finance & Administration
- Sokoro Munubi — ITT Program Manager
- Joel Saitot — Intern

**GLOBAL PROGRAMS**
- Ashley Orton — Director of Programs (USA-based)
- Marina Todesco — Research & Evaluation Associate
2013 GLOBAL LEADERSHIP TEAM

Our all-volunteer global Board of Directors is highly committed to the vision of empowering agents of positive change through education in East Africa.

KENYA BOARD
Charlie Waigi — Chairperson; Director, Jeremy Academy; Retired Executive
Ruth Kigundu — Director; Human Resources and Strategy Consultant
Moses Ngware — Director; Research Scientist at the African Population & Health Research Center
Fred Lasakale — Advisor; Director, Wamba Development Community
David Mumo — Advisor; Education Specialist
Teresia Waigi — Advisor; Director, Jeremy Academy, Limuru, Kenya

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Dennis Lyamuya — Director, Tanzania NGO Board; Founder of Kwetu Tours Tanzania Company
Yohana Mcha — Advisor; Director and Founder of Orkolili Secondary School

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Catherine Ndungu-Case — Advisor

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US-BASED INTERNS
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PROGRAM PROJECT TEAM
Corey Reynolds, Ashley Bliss-Herrera, Daniel Baker, Roy Chung (Goldman School of Public Policy, UC Berkeley)

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Annual Report
Content: Ivana Falla, Monica Hahn, Wilson Perez, Shirley West, Paru Yusuf, Nick James, Christine Anderson
Photography: Erna Grasz, Howard Jue, Elley Ho, Michael Carter
Design & Production: Howard Jue
Fall Event Managers: Natalia Milner, Enrie Legaspi, Miranda Newman, Renata Divila
Website Redesign: Sapna Rao Sririgi, Wilson Perez, Geraldine Convento, Nabiha Mauliyedd
SEO/SEM: Nisha Ramachandran, Roni Raulwing
LOOKING FORWARD

As we reflect on our first seven years and look towards 2020, our past achievements give us confidence in our ability to address the challenges ahead. We are honored to lead alongside local visionaries, the communities and schools we partner with, and the youth we serve to develop a strong, sustainable, global organization. Each of our focus areas has a thoughtful, detailed action plan and meaningful measurement tools as a framework to facilitate our mission.

2020 VISION
Access to education and knowledge is the first step to create life transformation. By 2020, 5,000 youth will have been directly supported through merit and needs-based scholarships for formal education or leadership and entrepreneurship development. 98% of our scholars will continue to secondary school through individualized interventions and 70% of our secondary school graduates will qualify for university (today it’s 90% and 44% respectively). Our award-winning Girls Program (Health, Hygiene, and Financial Literacy) will keep girls in school, allowing them to flourish confidently in all 42 Kenyan counties and all 30 Tanzanian regions.

Quality education addresses what is taught, who teaches it, how they teach, and the tools they have available. Statistics indicate one teacher will teach 3,000 students in her lifetime of teaching. We will significantly increase that impact through leadership, skill building and adequate materials. By 2020, our innovative, child-centered educator training programs will reach at least 500,000 children through over 10,000 teachers.

The East African geographic, political, and economic boundaries are lowering and cross-country collaboration is significantly increasing. The ease with which the young people in our Leadership and Entrepreneurship Incubator work together across these boundaries gives them a critical edge to benefit from Africa’s growing economic opportunity. A “change agent” has knowledge, access to opportunity, community influence, and passion for community improvements that are locally and culturally relevant. We will empower a generation of change agents that will prepare their African communities for the opportunities ahead. By 2020, 10,000 young lives will have been touched by the Leadership and Entrepreneurship Incubator in each country. Our “pay it forward” multiplier effect will impact an additional 100,000 young people, amplifying sustainable change.

Cost-effective, scalable programs are a particular strength of Asante Africa Foundation. We will achieve greater long term growth and impact by building on what we do well and making the right investments. We will continue to deepen our holistic approach and grow collaborative partnerships—local and global, new and existing. We will strengthen our East African organizational capacity and our financial stewardship through process improvements, investments in talented staff and leadership, and board governance.

Our vision for the future is audacious but with your funding and support, we are confident we can accomplish these 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.
Asante Africa Foundation believes in the power of knowledge as the catalyst that will empower the next generation of change agents. We provide youth in deeply rural areas of East Africa with access to quality education and the tools to apply their knowledge beyond the classroom, creating opportunities to transform Africa and the world.