OUR MISSION

TO EDUCATE AND EMPOWER THE NEXT GENERATION
OF CHANGE AGENTS, WHOSE DREAMS AND ACTIONS
TRANSFORM THE FUTURE FOR AFRICA AND THE WORLD
WE EDUCATE EAST AFRICA’S YOUTH TO CONFIDENTLY ADDRESS LIFE’S CHALLENGES, THRIVE IN THE GLOBAL ECONOMY, AND CATALYZE POSITIVE CHANGE

THE PROBLEM
- Teachers lack skills
- Students drop out
- Youth lack training and jobs
- Girls are marginalized

OUR SOLUTION
- CLASSROOM LEARNING
  - 21st century learning tools
  - Teachers’ professional development
- BEYOND THE CLASSROOM
  - Personal development
  - Job readiness
  - Entrepreneurship
- GIRLS’ ADVANCEMENT
  - Social, health and financial assets
  - Creating allies

THE IMPACT
- Increased performance and graduation rates
- 21st century skilled workforce
- Influential community and global leaders

IMPACTING 1 MILLION LIVES BY 2020

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OUR FIRST GRADUATES WILL SOON REACH VOTING AGE and commence the pursuit of their dreams. Their economic prospects and capability to shape their communities depend on critical skills in model leadership and conflict resolution.

As I look back over the past year, we have made major strides in helping youth realize this potential—from the 2,000 teachers trained in Tanzania, to the 2,200 girls empowered to stay safe and make decisions for their futures, to our scholars’ 100% secondary school graduation rate and thousands of talented young people ready for college and quality jobs—we are making a significant, measurable impact on the youth of East Africa. In 2014, we compiled extensive data that quantifies that impact.

Our data-driven, results-based initiatives target the root causes of the challenges faced by the rural communities in East Africa and beyond. Our programs are replicable and scalable, with ever-growing impact. As we partner with community-based organizations, and with cultural context at the forefront of our mindset, we are able to touch more lives, faster.

We are also quantifying the resonating effects that these youths are having on their communities. Their embrace of the Pay It Forward component of our programs has exceeded all expectations. Emily and Patrick (Kenya) started a community youth group with a weekly radio talk show specifically focused on youth challenges and how to address them through positive, proactive methods. Judica (Tanzania) helped her father battle alcoholism and taught him how to budget for his dream of a brick home. One year later, house finished, he has respect in his village and pride in his daughter’s brilliance.

In the U.S., we have been expanding our role as thought leaders on issues faced in developing Africa, launching a series of lively interactive discussions in Silicon Valley and presenting at the United Nations Commission on the Status of Women.

We are proud to share with you our 2014 Impact Report, detailing our continued progress and the transformations unleashed by our programs. Thanks to your partnership and collaboration, these young people are looking forward with excitement, new skills, and the means to pursue their dreams.

Erna Grasz
CEO and Founder
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By 2040, 440 million African youth will be of working age. The social, economic, and political implications of such a large unskilled, undereducated youth population are both a tremendous challenge and opportunity at the local and global levels. Breaking the generational cycle of poverty will require skilled, educated workers and job creators.

Today in East Africa, two of three children lack access to secondary education, and the quality of instruction for those that do does not prepare them for the world beyond the classroom. Whether pursuing higher education or quality employment, enhanced learning is imperative, including digital literacy. Programs focused solely on retention fail to take a critical next step. An emphasis on quality teaching using learning centered curricula is key to not only support enrollment and retention, but also improve cognitive and decision-making skills and leadership capabilities.

Girls face unique barriers. Though they represent 54% of East Africa’s income generating potential, they are more likely to become child brides than complete eighth grade. By eliminating the barriers that keep girls from attending and excelling in school, and giving them the tools to become confident, self-sufficient women, they gain awareness that their voice matters, and the ability to contribute knowledge and financial support to their families and communities.
Asante Africa Foundation believes that brilliance and talent exist everywhere, but opportunities do not. We connect opportunities to rural marginalized youth, in order to cultivate informed, resilient community leaders who will effectively address local challenges and become active participants in the global economy.

Our model addresses the root causes of why youth are not successful. Scholarships are key to keeping boys and girls in school and filling the talent pool. Our programs equip them with the tools and skills they need to be successful in school, and empower them to confidently meet the challenges of life outside of the classroom, regardless of their economic or geographic status.

We advance talent and resiliency by creating safe learning space (particularly for girls), elevating classroom learning by strengthening teachers’ professional skills and resources, and providing leadership, entrepreneurship and job preparedness training for secondary school students. Knowledge sharing and partnerships allow us to constantly innovate and accelerate our impact. Our programs and approaches are unique and they are working.
EDUCATING CHILDREN
TRANSFORMING WORLDS
Each year, our steady growth is paced by meaningful impact. In 2014 alone, we have served and impacted almost 47,000 lives.
Our entry point into each community begins with a local school, where access is enabled through scholarships and impact is amplified through our programs. Establishing ourselves as a trusted partner, we extend our reach into surrounding communities. By involving family and community members, we create an environment that values education, and supports our students and their ability to become informed, resilient change makers.

Since 2007, we have reached over 160,000 youth, teachers, and parents across Kenya and Tanzania. Knowledge-centered collaborations and partnerships allow us to constantly innovate and accelerate our impact. Our programs and approaches are unique and they are working.
The Mastercard Foundation funded program is scaling an integrated, child-centered educational model to elevate the quality of secondary school teaching, foster the development of critical thinking skills and improve learning outcomes for youth in secondary schools in underserved Tanzanian communities. The ITT model, recognized by the Tanzanian Ministry of Education, includes intensive workshops that train teachers on how to effectively use participatory, student-centric methods in their classrooms. The strategy is a year-by-year plan fusing together different elements into an integrated learning model and expands into neighboring districts every three to five months.

As we enter the third year of this program, the partners have learned as much as the participants. The qualitative data demonstrates improved learning in the classroom through academic scores, applied learning, and competition wins.

Our Integrative Teacher Training (ITT) program enables thousands of teachers like Gidsh to elevate quality instruction for 40,000 students in 100 schools across eastern and northern Tanzania.
Orkolili Secondary School (Tanzania) was one of the first schools in our Integrative Teacher Training program. Their teachers eagerly embraced the tools and teaching approaches to improve their classroom's learning environments. In 2014, the school won their district’s English Debate Competition, bringing both prestige and confidence to the teachers and participating students. Building on this momentum, teachers are now exploring additional science courses, including a physics course focused on designing electrical circuits to wire cars and houses.

Accelerated learning environments, combined with a focus on practical skills, contribute to students’ ability to secure employment upon graduation and further build analytical, problem solving skills.

If teachers are well trained, they will promote critical thinking skills and active student participation resulting in stronger overall learning and performance. And now we are personally experiencing this reality.

— Shaaban K. Mgunya | District Education Officer | Monduli District

**IMPACT**

64% of teachers felt they could be stronger role models in their classroom

52% of students demonstrated improved command of the English language

UP TO 42% academic performance increase in complex subjects (Math, Sciences, English)
The Leadership and Entrepreneurship Incubator (LEI) is grounded in Asante Africa Foundation’s proprietary curriculum, which develops personal leadership, job readiness, and entrepreneurship skills in rural East African youth, ensuring that they are prepared to succeed in their careers and life beyond the classroom.

Since 2010, we have trained over 500 rural youth and teachers from Kenya and Tanzania. The cross-border model facilitates regional collaboration, and challenges participants to broaden their horizons while promoting peace and understanding of other cultures.

Centered on a pay-it-forward philosophy, young women and men are encouraged to start initiatives to both better themselves and their surrounding communities. The youth recognize firsthand the problems that plague their communities and are at the forefront of developing and implementing solutions. They have started small businesses, registered community-based organizations and NGOs, and school-based clubs addressing a variety of social issues. To date, over 75,000 lives have been impacted.

Meet Africa’s future employees, customers, business, community, and government leaders. Recognized as a high impact program by local and regional leaders, we are scaling to other regions in Kenya and Tanzania, as well as additional countries in East Africa.

The LEI program is on track to impact 500,000 lives by 2020.
18-year-old Kenyan Anderson Hussein first participated in the Leadership and Entrepreneurship Incubator in 2012. He now pursues his aspirations while helping to motivate others.

Following his first experience with LEI, Anderson started a leadership club at his school and two different entrepreneurial projects. In year two, he taught his mother about budgeting and entrepreneurship, and helped her to start her own hair salon. With his support, she is now able to provide financial stability for her family of eight children, five of which are adopted orphans. In the third year, Anderson and four fellow LEI participants founded a local non-profit, Angaza Foundation, focused on youth training and leadership skills. The Angaza Foundation alone has reached over 1,400 secondary students.

Impacting 2,450 others in just over 3 years, Anderson embodies the Pay It Forward mentality that Asante Africa Foundation strives to cultivate.

“I know I am learning these things for a reason. I think that reason is to teach others who are not able to get this information as I am. I’m an instrument so that we will all achieve better.”

— Anderson Hussein | LEI alumnus

IN 2014, WE MEASURED OUTCOMES ON PARTICIPANTS TO DATE AS WELL AS THEIR PLANS FOR THE FUTURE

100% of Year 1 participants indicated that LEI:

- Improved their leadership skills
- Increased their awareness of more diverse career options and improved their job readiness skills
- Helped them gain skills to improve life outside of school

90% are comfortable preparing a budget
84% have a personal savings plan
92% agree that girls deserve the same opportunities as boys
74% are comfortable with job interviews
84% understand the steps to starting a business
70% of Year 2 participants confirmed that LEI helped them earn more money in the past year
In rural areas of Kenya and Tanzania, girls have limited information about sexual health and puberty, resulting in high pregnancy rates, premature marriage, and lower school attendance rates. **Wezesha Vijana**, Swahili for “Empowering Ourselves,” provides safe spaces for girls to learn, support each other and build self-confidence.

Local mentors introduce vital health information and engage girls in dialogue about sexual relationships and navigating the changes of puberty. Armed with knowledge and confidence, girls are able to make informed decisions about their bodies. Mothers are encouraged to participate, helping to open lines of communication and build further awareness. Young girls previously alarmed by body changes and dropping out of school are now sitting tall and proud of their achievements.

Mary Kwena oversees a Wezesha Vijana workshop for girls and their mothers in rural Kenya.

In 2014, we expanded the program to Tanzania, reaching over 1,900 young girls directly and 10,000 lives indirectly through their outreach. The Wezesha Vijana program is gaining momentum.
Two years ago, Yiamat Koirak learned she was pregnant. Confused (she didn’t know what caused pregnancy) but determined not to be forced into marriage at such a young age, she confided in her mother. Her mother came to her defense, resulting in her father deserting the entire family—3 mothers and 21 children—to fend for themselves financially.

After giving birth to a beautiful baby boy, Yiamat returned to school with the assistance of an Asante Africa Foundation scholarship. She is at the top of her class and passionate about becoming a doctor to address the healthcare needs of her community. Yiamat wishes she had known more about sexual health and puberty as a young girl because of the time lost in reaching her goals, but now she would not trade Alex for anything.

I am the only learned girl in the family and I am smart, strong, and as good as any man. My family needs me to succeed.

— Yiamat Koirak | Wezesha Vijana participant

IN LESS THAN 3 YEARS WORKING IN 29 COMMUNITIES, WE HAVE WITNESSED DRAMATIC CHANGE

- **50%** increase in girls’ enrollment and attendance
- **60%** reduction in pregnancies
- **64%** feel more empowered to manage their bodies’ needs and safety
- **75%** report increased financial confidence and savings
- **100%** graduation rate among our female scholars
- **50%** increase in girls’ enrollment and attendance
- **60%** reduction in pregnancies
- **64%** feel more empowered to manage their bodies’ needs and safety
- **75%** report increased financial confidence and savings
- **100%** graduation rate among our female scholars

Wezesha Vijana was recognized as a promising best practice in health education in UNESCO’s Puberty Education & Menstrual Hygiene Management, launched at the 2014 United Nations Commission on the Status of Women meetings.
Our 2014 expansion of monitoring and evaluation capabilities has enabled us to quantify in detail the impact of our programs, both on the direct participants as well as the indirect beneficiaries receiving the knowledge through their Pay It Forward initiatives. It is now clear that while our 2020 goals are very ambitious, they are also very realistic. Behind each program vision is a thoughtful, detailed action plan identifying key benchmarks to keep us focused and on track.
LOOKING FORWARD | 1 MILLION LIVES IMPACTED BY 2020

We have witnessed tremendous growth in our reach and impact. More importantly, we have witnessed positive changes in the youth who prove to us time and time again that all they need are opportunities and resources—they can do the rest. By honing the resiliency and determination that the youth of rural East Africa already have in order to address the challenges of their environments, we set them up for academic achievement and prepare them to thrive as leaders in the 21st century economy.

By 2020:

- Innovative teachers’ professional development and participatory school programs will have scaled across Tanzania to positively impact at least 500,000 children through over 50,000 teachers.
- Digital literacy will become a norm rather than an exception in rural classrooms. English will not be a barrier to academic success.
- 100% of youth in our scholarship and academic learning programs will progress from primary to secondary education with confidence and readiness. 90% will graduate secondary education with performance qualifying them for advanced learning.
- At least 10,000 young lives will have been directly impacted by the Leadership and Entrepreneurship Incubator in East African countries to support and grow the next generation of change agents. Our alumni will be educating, inspiring and training their peers and community creating a multiplier effect impacting an additional 500,000 lives.
- The Wezesha Vijana Girls’ Advancement program will be offered across all 47 counties in Kenya and all 31 regions in Tanzania. 100,000 girls will be sitting tall, with confidence, studying and planning their dreams and goals, without the worry of early marriage or human rights issues.

Our leadership team is deeply indebted to you, our supporters and partners, for without your financial resources, we would not be on the cusp of achieving our vision of 1 million lives transformed by 2020.

We look with great pride and optimism to the future—not only of Asante Africa Foundation, but also of East Africa taking her place on the world stage, led by youth who create, inspire, and transform. Join us on this remarkable journey!

Paru Desai Yusuf
Chairperson
North American Board of Directors

Charles Waigi
Chairperson
Kenyan Board of Directors

Donna Duggan
Chairperson
Tanzanian Board of Directors
Asante Africa Foundation is committed to financial transparency. We remain proud that over 92% of our funding is directed to programming, driving our mission forward.

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 to Programs
- Prepare for responsible expansion in East Africa
Asante Africa Foundation
2014 Financial Impact Statements

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<thead>
<tr>
<th></th>
<th>FY13</th>
<th>FY14</th>
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<tbody>
<tr>
<td><strong>INCOME</strong></td>
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<td>Individual Contributions</td>
<td>318,906</td>
<td>290,917</td>
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<td>Corporate Contributions</td>
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<td>45,226</td>
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<td>Grant Contributions</td>
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<td>Kenya Direct Contributions - UNICEF</td>
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<td>17,850</td>
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<tr>
<td>Tanzania Direct Contributions - SPF</td>
<td>—</td>
<td>18,681</td>
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<td>Other Income (included unrealized loss)</td>
<td>6,376</td>
<td>(2,588)</td>
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<td><strong>Total Cash Income</strong></td>
<td>570,278</td>
<td>866,312</td>
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<td>In-Kind Contributions (services, advertising)</td>
<td>379,559</td>
<td>377,246</td>
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<tr>
<td><strong>Total Income (Cash and In-Kind)</strong></td>
<td>949,837</td>
<td>1,243,558</td>
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<tr>
<td>Cost of Goods Sold</td>
<td>(1,788)</td>
<td>—</td>
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<tr>
<td><strong>Gross Profit</strong></td>
<td>948,049</td>
<td>1,243,558</td>
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**OPERATING EXPENSES**

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<tr>
<th></th>
<th>FY13</th>
<th>FY14</th>
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<tbody>
<tr>
<td>Total Program Costs</td>
<td>(435,070)</td>
<td>(540,888)</td>
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<td>Programs Funded Directly</td>
<td>—</td>
<td>(12,261)</td>
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<td>Fundraising</td>
<td>(34,071)</td>
<td>(19,638)</td>
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<td>Administration/Other</td>
<td>(48,865)</td>
<td>(29,248)</td>
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<tr>
<td><strong>Cash Based Operating Expenses</strong></td>
<td>(518,006)</td>
<td>(602,035)</td>
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<tr>
<td>Contributed Services and goods</td>
<td>(379,559)</td>
<td>(377,246)</td>
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<tr>
<td><strong>Total Operating Expense</strong></td>
<td>(897,565)</td>
<td>(979,281)</td>
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<tr>
<td>Change in Net Assets - USA</td>
<td>52,272</td>
<td>240,007</td>
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<td>Net Assets In-Country - KE</td>
<td>6,712</td>
<td>29,517</td>
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<td>Net Assets In-Country - TZ</td>
<td>25,528</td>
<td>26,935</td>
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<tr>
<td><strong>Total Net Assets at End of Year</strong></td>
<td>84,512</td>
<td>296,459</td>
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</table>

**Note:** Third party independent financial audits have been completed in USA, Kenya, and Tanzania for 2014.

All figures in USD
OUR CORE VALUES

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 each other up.

**PARTNERSHIP**
We achieve our best results by engaging local experts, education professionals, and community leaders to create a plan everyone believes in. We seed, cultivate, start the growth, promote sustainability and self-reliance, and then move on when appropriate. This empowers local leaders to own projects and results in deep, lasting changes.

**CONTINUOUS LEARNING**
Evaluating and refining at every step allows us to innovate and remain mindful of the needs of those we serve and how our programs impact them.

**TRANSPARENCY AND ACCOUNTABILITY**
We, and all of our local and international partners, are accountable for all decisions and actions, and everyone is measured to the same high standards of integrity.

**PAY IT FORWARD**
Helping others shows gratitude for the help we have received. By building this value into our activities, we see scholarship students sponsor new children, program participants share their knowledge, and teachers train their colleagues—resulting in systemic, sustainable social change and thriving individuals and communities.
Our partners provide us with generous financial and organizational support, enabling us to fulfill our vision and mission while maintaining exceptionally low administrative costs. These organizations raise awareness of our mission and help further our goal of providing the gift of education to millions of children in the developing African world. We rely heavily on in-country partners to help us implement our programs, building on the strengths of existing work and ensuring the long-term sustainability of our programs.
2014 GLOBAL LEADERSHIP TEAM

Our all-volunteer global Board of Directors is highly committed to our mission of educating and empowering agents of positive change in East Africa.

KENYA BOARD
Charlie Waigi — Chairperson
Moses Ngware — Director
Fred Lesakale — Director

TANZANIA BOARD
Donna Duggan — Chairperson
Dennis Lyamuya — Director
Yohana Mcha — Director

NORTH AMERICA BOARD
Erna Grasz — CEO
Paru Yusuf — Chairperson
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Nancy Battey — Director
Mike Carter — Director
Allyson Haug — Director
Mark Newton — Director
Heward Jue — Advisor
Shirley West — Advisor
Doug Nelson — Advisor
Rani Radhakrishnan — Advisor
Catherine Ndungu-Case — Advisor

USA-BASED STAFF
Grant Copenhaver,
Wilson Perez,
Shirley West,
Danielle Williams

NORTH AMERICA-BASED INTERNS
Thanh Phan, Isabella Kaser, Tessa Runels,
Justin Campbell, Camille Walker,
Jennifer Montague Haist, Stephanie Paguio,
Pranay Yeturu & Khadija Hassanali
(USA interns working in Tanzania)

PROGRAM PROJECT TEAM
Aravind Gayam, Akihiro Nakatani,
Daniela Garcia Santibanez, Tomokazu Saito
(Goldman School of Public Policy, UC Berkeley)

TEAM LEADERS
We are fortunate to have a team that brings world-class talent to this report and all of our marketing and communications on a pro-bono basis. Asante sana for your generous donations of time and talent.

Donor Management Janet Jato
Impact Report Elizabeth Valone, Monica Hahn
Photography Erna Grasz, Heward Jue, Elley Ho, Michael Carter
Design & Production Heward Jue

Marketing Monica Hahn
Volunteer Management Miranda Newman, Katherine Blandon Escobar, Enrie Legaspi
Website Wilson Perez
SEO/SEM Nisha Ramachandran

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2014 PROGRAM TEAM

Our global program team is located in Kenya, Tanzania, and the United States. Drawing on our team’s diverse expertise, we collaboratively design and implement program activities that are locally relevant and based on best practices.

KENYA PROGRAM TEAM
Gathii Kanyi — Kenya Program Manager
Mary Kwenya — Girls’ Advancement Program Manager
Peninah Atieno Onyango — Scholarship Coordinator
George Njuguna — Finance & Administration Manager
Carolyn Sunte — Girls’ Advancement Program Assistant
Anderson Hussein — Intern

TANZANIA PROGRAM TEAM
Ewald Tesha — Tanzania Program Manager
Theopista Seuya — ITT Program Manager
Hilda Lema — Girls’ Advancement Program Manager
Albert Jumbe — Scholarship Coordinator
Zakayo Kipuyo — Finance & Administration Manager
Onesmo Kivuyo — ITT Monitoring & Evaluation Manager
Glory Shayo — Intern
Joel Saitot — Intern

GLOBAL PROGRAMS
Ashley Orton — Director of Global Programs
Jennifer Wegbreit — Director of Research & Evaluation
David Rogers — Program Associate
JOIN ASANTE AFRICA FOUNDATION IN TRANSFORMING WORLDS

Asante Africa Foundation is committed to partnering with visionaries in Kenya and Tanzania who are equally committed to educating Africa’s youth to meet life’s challenges, prosper in the global economy, and catalyze positive change. You can join us on this journey and be part of creating a different future for a motivated and talented young person, school, or community.

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No gift is too small—every donation helps us to continue this vital work.

$1,000 sends one child to one year of school and LEI
$2,500 provides for a lab of science equipment

$5,000 sends 20 teen entrepreneurs to the LEI program

$5,000 brings our Wezesha Vijana Girls’ Advancement program to a school of 100 girls