



2014 **IMPACT  
REPORT**

Educating Children | Transforming Worlds™

Photo: Michael Carter

# 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

Michael Carter



**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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# EAST AFRICA'S CHALLENGES FOR YOUTH

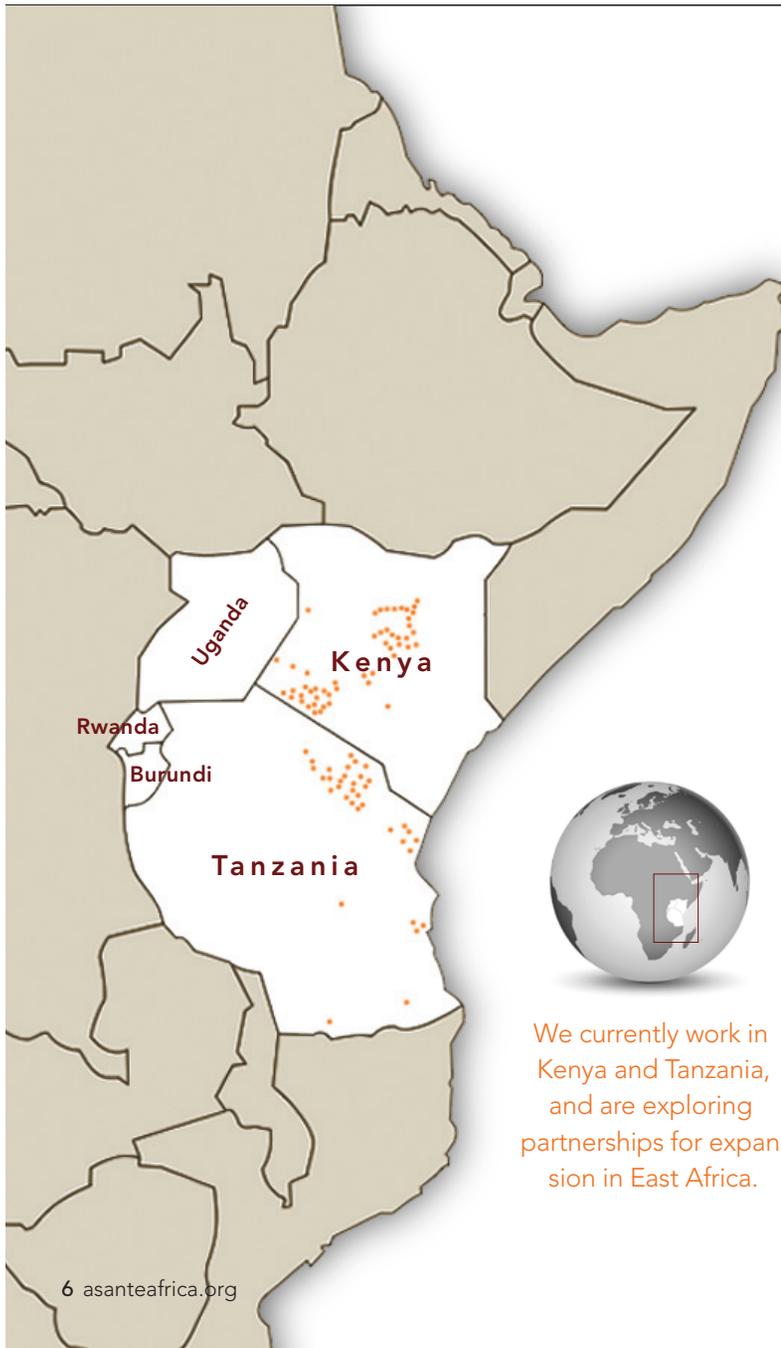
By 2040, 440 million African youth will be of working age. The social, economic, and political implications of such a large unskilled, undereducated youth population are both a tremendous challenge and opportunity at the local and global levels. Breaking the generational cycle of poverty will require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



Michael Carter

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.



We currently work in Kenya and Tanzania, and are exploring partnerships for expansion in East Africa.

# OUR SOLUTION

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.



**CLASSROOM  
LEARNING**



**BEYOND THE  
CLASSROOM**



**GIRLS'  
ADVANCEMENT**

# EDUCATING CHILDREN TRANSFORMING WORLDS



## CUMULATIVE IMPACT

 **163,600** YOUTH IMPACTED

 **4,800** PARENTS ENGAGED

 **1,700** TEACHERS TRAINED

 **200** SCHOOLS TRANSFORMED

 **76** COMMUNITIES SERVED

Each year, our steady growth is paced by meaningful impact. In 2014 alone, we have served and impacted almost 47,000 lives.



Michael Carter

# OUR PROGRAMS

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.



**CLASSROOM  
LEARNING**



**BEYOND THE  
CLASSROOM**



**GIRLS'  
ADVANCEMENT**

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.

**T**he 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.

Michael Carter



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



Michael Carter

# 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)



Heward Jue



Erna Grasz

 **BEYOND THE CLASSROOM**



Erna Grasz

**T**he **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.

Michael Carter



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



Michael Carter

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

### IMPACT

**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



## GIRLS' ADVANCEMENT

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.

Erna Grasz

Michael Carter



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

### IMPACT

**50%** increase in girls' enrollment and attendance

**75%** report increased financial confidence and savings

**60%** reduction in pregnancies

**100%** graduation rate among our female scholars

**64%** feel more empowered to manage their bodies' needs and safety



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.

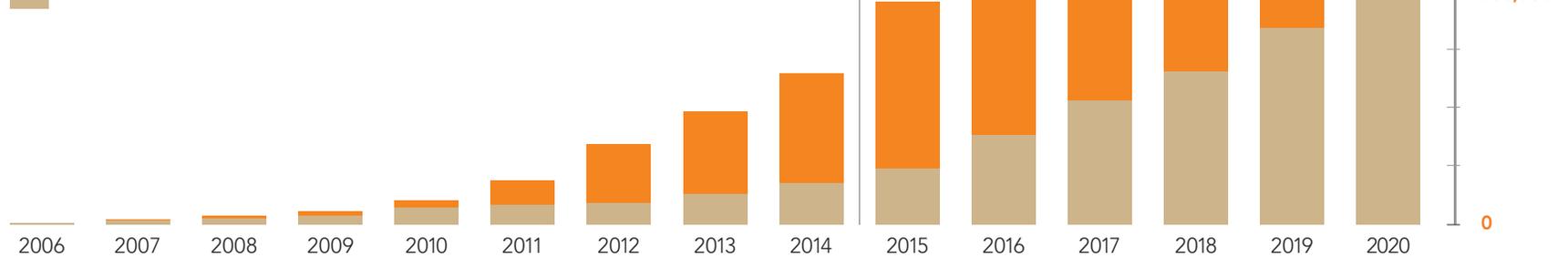


Elley Ho

# SCALING OUR IMPACT

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.

## Cumulative Beneficiaries



## 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

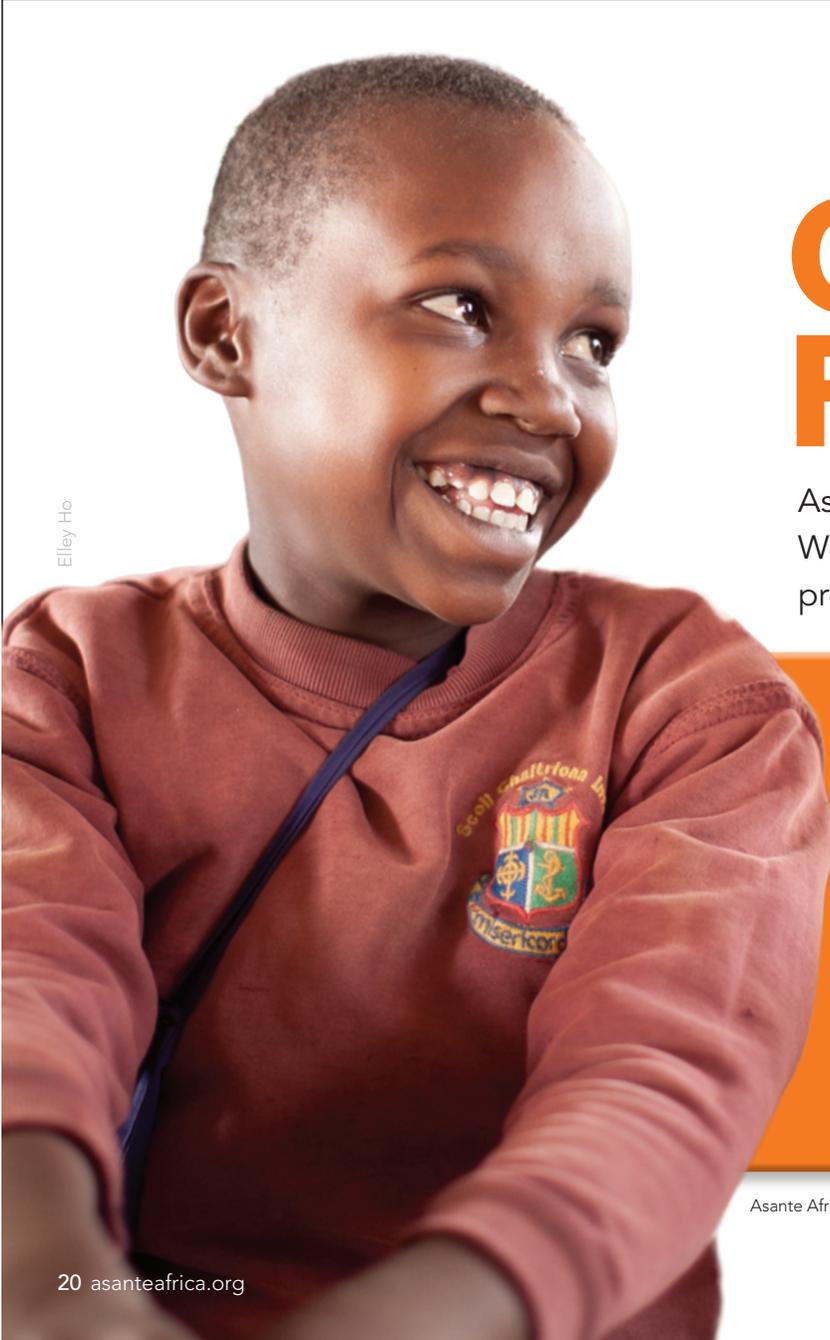
Kenyan Board of Directors



**Donna Duggan**

Chairperson

Tanzanian Board of Directors



# OUR FINANCIALS

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, Inc. is a 501(c)3 nonprofit charitable organization, and has Charitable NGO status in Kenya and Tanzania.

**Asante Africa Foundation  
2014 Financial Impact Statements**

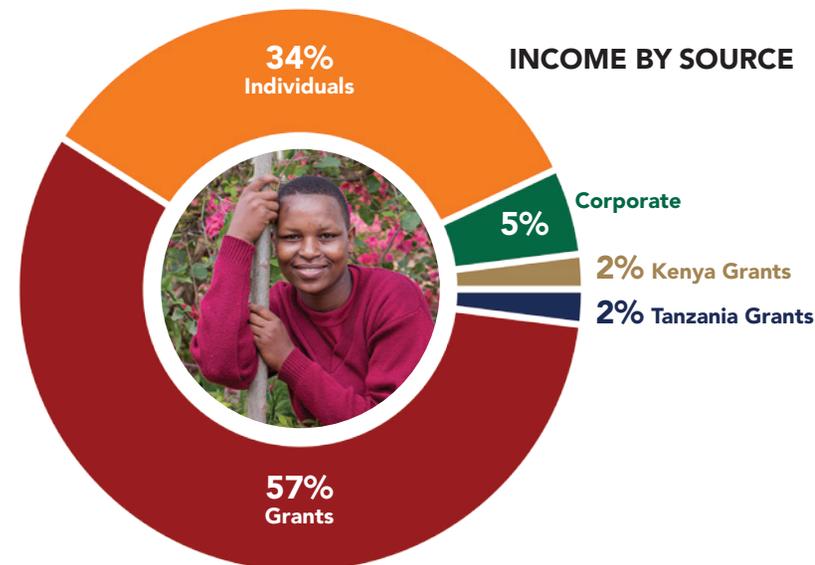
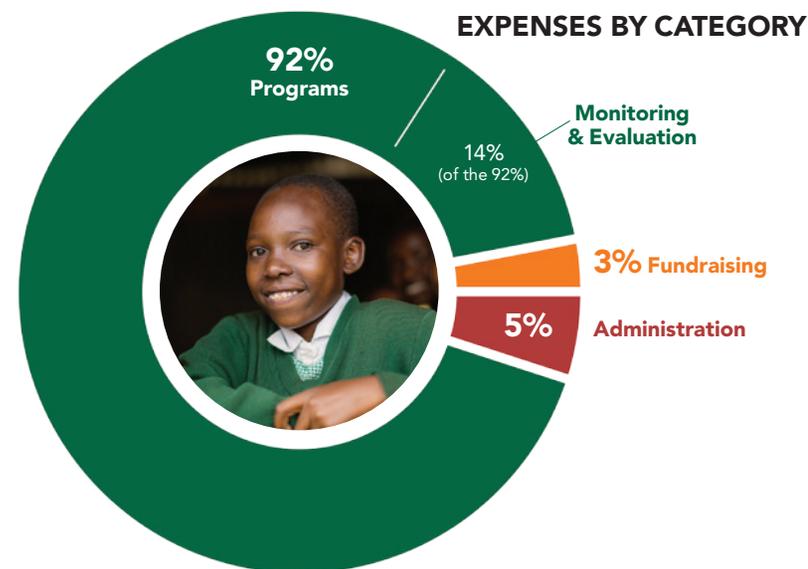
	<b>FY13</b>	<b>FY14</b>
<b>INCOME</b>		
Individual Contributions	318,906	290,917
Corporate Contributions	42,904	45,226
Grant Contributions	202,092	496,226
Kenya Direct Contributions - UNICEF	—	17,850
Tanzania Direct Contributions - SPF	—	18,681
Other Income (included unrealized loss)	6,376	(2,588)
<b>Total Cash Income</b>	<b>570,278</b>	<b>866,312</b>
In-Kind Contributions (services, advertising)	379,559	377,246
<b>Total Income (Cash and In-Kind)</b>	<b>949,837</b>	<b>1,243,558</b>
Cost of Goods Sold	(1,788)	—
<b>Gross Profit</b>	<b>948,049</b>	<b>1,243,558</b>

**OPERATING EXPENSES**

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

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

All figures in USD



Michael Carter (2)



Michael Carter

# 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.

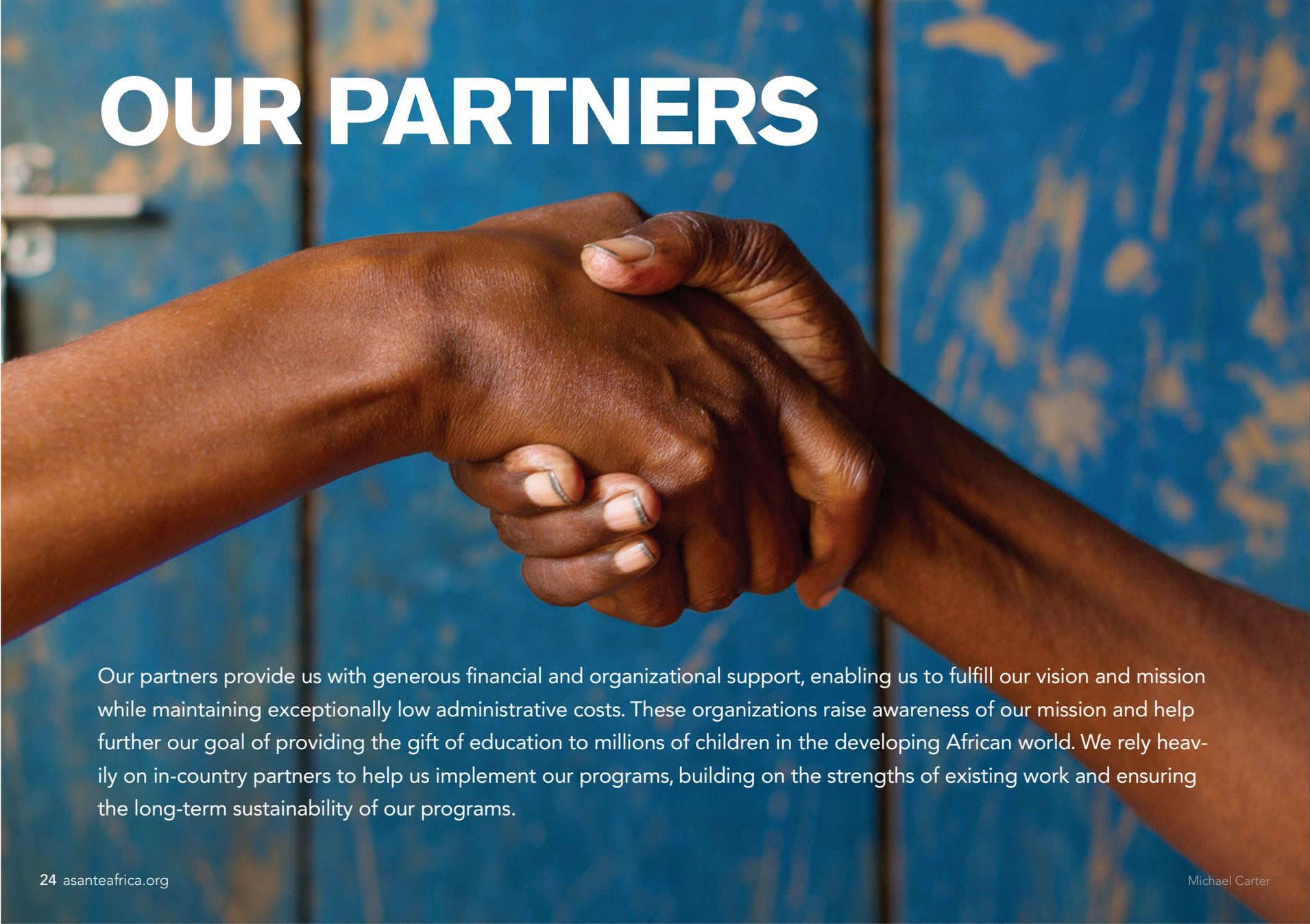
## TRANSPARENCY AND ACCOUNTABILITY

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

A close-up photograph of two hands shaking in a firm grip. The hands are dark-skinned and appear to be of African descent. The background is a textured blue surface, possibly a wall or a door, with some lighter blue and white patches. The lighting is bright, highlighting the texture of the skin and the details of the handshake.

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.

## FUNDING PARTNERS



NORTHROP GRUMMAN



Caridad Partners Giving Circle



## PRO-BONO PARTNERS



HEWARD JUE  
Art Director | Photographer | Designer

## IMPLEMENTING PARTNERS



UNIVERSITY OF MINNESOTA



CENTER FOR HUMAN RIGHTS LEADERSHIP  
CLAREMONT MCKENNA COLLEGE



UNIVERSITY OF NORTH CAROLINA  
ASHEVILLE

Sebastian Kolowa Memorial University  
SEKOMU



Elley Ho



## 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.

### 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

### KENYA BOARD

Charlie Waigi — Chairperson

Moses Ngware — Director

Fred Lesakale — Director

### TANZANIA BOARD

Donna Duggan — Chairperson

Dennis Lyamuya — Director

Yohana Mcha — Director

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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)

## 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 Kwena** – 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



TANZANIA BOD AND STAFF



NORTH AMERICA BOD



Photos: Michael Carter

## 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.



**CLASSROOM  
LEARNING**

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



**BEYOND THE  
CLASSROOM**

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



**GIRLS'  
ADVANCEMENT**

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

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

### REGIONAL OFFICES

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