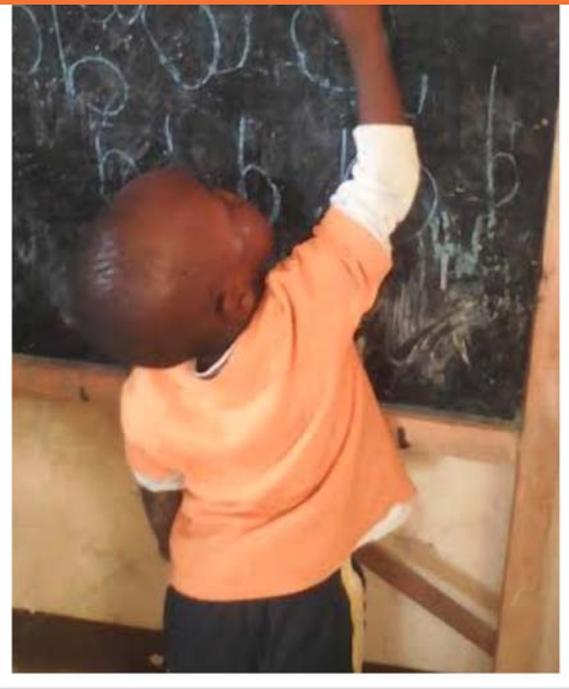




Brighter Tanzania Annual Report 2015

Education. Development. Equality.



**Brighter Tanzania
Foundation**

BRIGHTER TANZANIA
FOUNDATION, INC

8383 Greenway Boulevard
PMB 633
Middleton, WI 53562
brighter-tz-fund.org

Message from the Executive Director

The year of 2015 was one of continued development and learning here at Brighter Tanzania Foundation. Despite our limited funds from 2014 making it difficult to prepare for the coming year, we made great strides and have tangible results to show it.

Our continued progress is due in large part to new BTF personnel. In 2015 we took on two new board members, as well as a wonderful new development director, Stephanie Walczak. Stephanie studied abroad in Kenya in 2012, and travelled in northern Tanzania. Her passion for both east Africa and education are a wonderful addition to our growing team. Many other positions filled throughout the year, but turnover was high. Despite this, the BTF team managed to tackle a number of obstacles by taking on additional responsibilities to fill those vacancies.

We focused a lot of time and energy on social media and social campaigns this year, and the investment paid off. Social campaigns, in particular, made a big difference in overall revenue, generating more than twice as much as direct directions. As a result of our social media campaigns through Pear and Indiegogo, we were able to purchase two bunk beds, a cabinet, and a 5000 liter water tank for Saving Grace School. This is a huge accomplishment, as it means the school can now be registered and begin boarding students.

Additionally, social media has contributed greatly to our recognition in the community. We ended the year with 571 Facebook likes, and 192 Twitter followers. At an event in July, a number of individuals informed us that they were familiar with our name, having seen it on Facebook or LinkedIn. While these may seem but small accomplishments, every individual familiar with our name and our cause is a step in the right direction!

Perhaps our greatest accomplishment in 2015 was the successful implementation of our student sponsorship program. Student sponsorship aims to aid the most marginalized students as well as provide a learning opportunity to sponsors. Only days after rolling out the program in mid-December we received our first applicant for sponsorship. One student is currently sponsored.

We are so happy with our growth this past year, and look forward to continued growth to support the development of new programs, both locally and abroad. With the help of our kind supporters, we can and will continue to provide education, development, and equality.

Felicia McKenzie

Founder and Executive Director



Felicia McKenzie. Founder and Executive Director



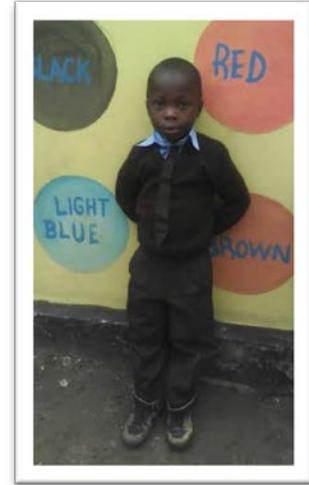
Stephanie Walczak, Development Director

Mission

Our mission is to alleviate poverty and inequality in Tanzania through education and support of the local economy.

Our goals include:

- Ensuring every child has access to education regardless of race, gender, location, or economic status
- Implementing a curriculum that works for impoverished communities and can be easily duplicated throughout Tanzania
- Supporting and growing the local economy to ensure the success of our future graduates



Ernest Mshana

Student Sponsorship

Sponsorship provides all of the necessities for students to succeed, such as books, materials, and room and board. However, in addition to providing monetary support to a student, sponsors are encouraged to make a personal connection with the student to motivate them through their studies. This program fosters global community and is a rewarding arrangement for both individuals--sponsors and students will learn about each other's culture and language through their communications with one another. As we further develop the program, we would like to add the option for sponsors to act as mentors to students as well.

In December 2015, we received our first sponsorship application. Ernest Mshana is sponsored for the entire 2016 school year, receiving support from the Koloske family of Franklin, WI. Impact results of student sponsorship will be available in the 2016 annual report.

School Talks



School Talks is a program currently in development. The purpose of the program is two-fold: first, to provide information to school-age children about the cultures, languages, and current hardships of Africa; and second, to establish relationships between local schools and Brighter Tanzania schools. By pairing up with sister schools in the United States we aim to globalize students and provide a valuable learning experience for everyone involved. Such partnerships will lead to greater understanding by both sides about each other's experiences, goals, and dreams. Because so many misleading stereotypes about Africa and African culture are still prevalent in Western society, one of the goals of our School Talks program is to end the perpetuation of this damaging misinformation. We strive not only to develop communities in Tanzania, but to educate Western minds in the hopes that misleading stereotypes will be erased.

Thought Leadership

In order to keep our work moving in the right direction, it is important to stay up to date on the latest research, developments, and theories of education, poverty elimination, economics, and Tanzanian policy. Doing so keeps our work relevant in the face of a changing world and enables us to aid as many people as possible in the most efficient manner. By staying informed, we can immediately revise programs or develop new programs that will more effectively and efficiently help us realize our goals.



Study

In an article published in the British Journal of Arts and Social Sciences, M. B. I. Omoniyi, PhD, analyzes just how education leads to a reduction in poverty. Omoniyi stresses the importance of every country focusing on education, which helps countries grow both their output and their exports. He notes that education, both primary and secondary, increase citizens' productivity in both urban and rural areas. Education also promotes the development of science and technology, which further contribute to economic growth. As the level of education in a country increases, so does that

country's economic and social progress. At Brighter Tanzania Foundation, we are dedicated to continuing to aid Tanzania's development by fostering quality education practices as a base that will support the country's ability to grow.

The full article by Omoniyi, titled "The role of education in poverty alleviation and Economic development: a theoretical perspective and counselling implications", is available to view [here](#).

Research

Our development director, Stephanie Walczak, has done extensive research on adult education in Tanzania. Adult education is important to consider in our work, as for many years following Tanzania's independence, adult education was emphasized as the route out of poverty and into the ranks of greatest developed nations in the world. President Nyerere saw adult education as a means for immediate stimulus of the economy through job creation and filling those roles with newly educated adults.

Ms. Walczak's paper can be downloaded from our website [here](#).



Financial Management

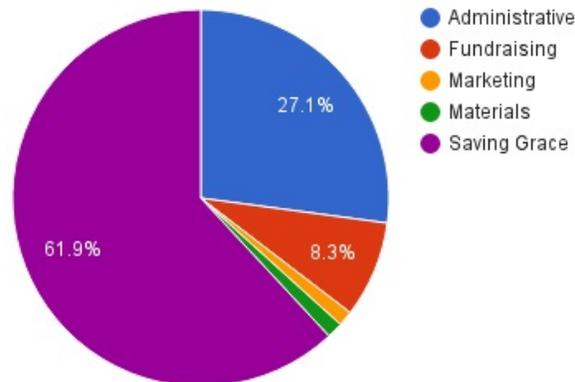
Brighter Tanzania Foundation is a tax-exempt 501(c)(3) organization. We strive to maintain financial transparency in all that we do, both for the benefit of our kind contributors, and to ensure we are able to provide for our schools and programs in the most cost-effective manner.

Expenditures

One of our goals for 2015 was to cut administrative expenses by 30% from 2014. In 2015, both our overall donations and expenditures were up, and we were able to allocate more than 60% of our funds directly to Saving Grace and its programs. A total of \$2,106.40 was spent on administrative costs in 2015. While \$1,422.38 was spent in 2014, when compared to our total expenditures for 2015, the percentage of our administrative spending as part of our overall expenditures budget was decreased by 25%, which allowed us greater opportunity to focus on program development.

	2014	2015
Schools/Programs	\$1099	\$4810
Marketing	\$95.56	\$100.86
Administrative	\$1422.38	\$2106.40

Expenditures



Total Expenses 2015

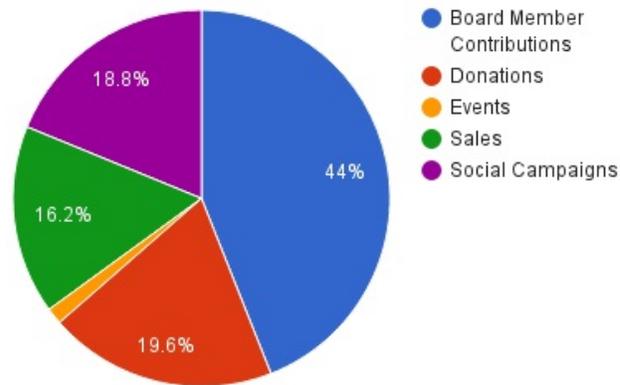
Schools/Programs	\$4810
Marketing	\$100.86
Fundraising	\$643.30
Materials	\$106.83
Administrative	\$2106.40

Expenditures in 2015 totaled \$7767.39

Income

As anticipated in the 2015 semi-annual report, we ended the year with just over \$500 in direct donations from individuals. In addition, we generated income from fundraising, sales, and events. A large portion of our income still came from our Board Members, but in a substantially smaller proportion to 2014. For 2016 and beyond we anticipate further reduction and less reliance on donations from our Board Members, although this avenue will continue to be an important source of funding when needed.

Income Sources



Income Sources 2015

Board Member Contributions	\$2764.89
Donations	\$1229.66
Events	\$88.65
Sales	\$1019.94
Social Campaigns	\$1181.65

Income in 2015 totaled \$6285.02

Get Involved

2015 was a great year, but in order to fulfill our mission, we need your help. There are many ways you can make a difference.

Donate

Donations of any amount are always appreciated. In order to implement additional programs, we need to increase our revenue in 2016. That means your donation is more important than ever. Donations can be made directly through our website, or mailed to:

Brighter Tanzania Foundation Incorporated
8383 Greenway Boulevard PMB 633
Middleton, WI 53562



Sponsor

Sponsorship is a wonderful way to make a donation for which you see the immediate benefit. If you are interested in sponsorship, check out the sponsorship page on our website. The page also contains a link to the application form, as well as a printable version. If you would like an application mailed to you, contact Sponsor@brighter-tanzania.org, or send a letter to the address above.

Volunteer

Brighter Tanzania is always looking for volunteers for a multitude of positions. Short and long term commitments are available. Check our website or VolunteerMatch.org for the latest opportunities.

Wishlist

In an effort to continue cutting administrative costs, we are seeking donations of office supplies. Listed below are a few of our current needs. If you would like to donate, please contact us to make arrangements and learn about our latest requests at Admin@brighter-tanzania.org

- Print/fax/copy machine
- File cabinet
- Envelopes
- Manilla folders
- Stamps

Looking Forward

In planning for the 2016 fiscal year, we have established a number of goals regarding finances, programs, and events.

Finance: We expect to increase funding by 12% through direct donations, and 30% from events. Because our goal to cut administrative costs in 2015 was not met, we are aiming to decrease the percentage of expenditures in this category by another 7%. Finally, it is our hope to initiate a capital campaign to purchase land by year's end.

Programs: With Student Sponsorship officially launched, we plan to expand the program over the coming year to add a mentorship facet for sponsors who are interested. We will be developing the framework for multiple new programs, including School Talks, and intend to have one new program launched by the end of the year.

Events: Due to staff shortages, events in 2015 were few and far between. We are aiming to remedy this in 2016 by hosting at least 3 fundraising events and 2 informational events, as well as a few informal gatherings to gauge interest in our work. Please check the events page on our website for the latest information.

