

**2021  
IMPACT  
REPORT**



# Table Of Content

Note from Director.....	01
Introduction.....	02
2021 Review.....	04
Project activities and implementations 2021.....	07
Overall reach & achievements.....	11
Whats next.....	12
Our Partners.....	13

## Note from Director



Dear partners and supporter of GFI

Greetings!

We are happy to present to you our first 2021 annual report. This marks our first year of operation as an organization. How time flies!

This has been an exciting journey with many lessons learned. The ongoing Covid-19 the challenge pushed the team to adopt the Hybrid work setting to help control the spread of the Covid19 virus and create a safe working environment for our team, volunteers and beneficiaries.

We have made incredible progress in empowering girls and young women to get employment and entrepreneurship skills necessary for them not only to be competent and competitive in the job market but also to start their own business through our online girl's hub. (<https://www.msichanakwanza.org>).The achievements outlined in this Annual Report speak for themselves. We grew our base of outstanding success.

We believe in transforming the way the community looks and under-rate the capability of girls in their society by promoting economic empowerment through entrepreneurship and life skills training, facilitating the employability through skill development programmes.

Thank you for always supporting GFI

Regards  
DORCASBAHATI MGOGWE  
Founder & Executive Director  
GIRLS FIRST INITIATIVE (GFI)

## INTRODUCTION

Girls First Initiative (GFI) is a Non-governmental Organization in Tanzania focused on championing and amplifying the voices of girls and young women in all life aspects, focusing on the ones at risk of sexual harassment. The organization seeks to ensure the basic human rights of girls. GFI advocate, promote and defend girls right to health, education, and economic growth which are the root causes that increase the girl's vulnerability especially to sexual harassment.

### Our Missions

To champion and amplify the girls and young women's voices and choices through unlocking their potential providing them tools and skills to become confident and competitive.

### Our Vision

A community where girls and young women are fully empowered, owners of their future, safe and free from all forms of Gender based violence (GVB) .

### Our objective

To promote economic and personal empowerment through entrepreneurship and life skills, facilitating their employability and advocating for their rights.

## LINKAGE TO SDGs

**5** GENDER  
EQUALITY



GFI works to ensure girls and young women has equal access to information, resources, opportunities , mentorship and coaching regarding their careers.

**8** DECENT WORK AND  
ECONOMIC GROWTH



GFI work to promote sustainable economic growth, employment and decent work for young women and girls by giving them resources and workforce readiness training

**4** QUALITY  
EDUCATION



GFI work to eliminate gender disparities in education and ensure equal access to all levels of education.

## 2021 REVIEW

### BRIEF OF OUR ACHIEVEMENT:

#### Creation of Online career hub

As a way of ensuring girls and young women can own their future in partnership with crew2030 we were able to create a web form hub (<https://www.msichanakwanza.org>) that aims at strengthening girls' self-awareness by providing entrepreneurship skills, employability skills, mentorship and coaching services to make girls become more competent and competitive on the job market, and also to be able to start their own business, as a way to ensure young women have equal powers and opportunities to make and act on economic decisions and while creating equity in economic benefits.

#### Mapping the role of Mentors in nurturing girls and young women careers.

At the age of 16-19 is where Girls teenagers make important decisions that are relevant to their future. The time and energy they dedicate to learning and the fields of study where they place their greatest efforts profoundly shape the opportunities they will have throughout their lives. Through our big sisters little sisters project in partnership with Gai Tanzania we have been able to map the role of mentors in nurturing girls' careers in Innovation, Entrepreneurship and Sports. Our report shows that Young girls can learn from their mentor's experiences and make more informed choices. Mentorship gives young girls a role model, a confidante, a sounding board, someone they can look up to and trust that they have their back.

We were able to reach 2 schools, 700+ students 5 speakers (big sisters)



**HDIF**  
HUMAN DEVELOPMENT INNOVATION FUND

**MENTORING YOUNG GIRLS IN INNOVATION PATHWAY**

**SPEAKERS**



**Balbina Gulam**  
Founder of Huduma smart



**Mary Mangu**  
Founder of Dexterious Initiative

**DATE: 20<sup>th</sup> May 2021**  
**TIME: 09:00am-12:00pm**  
**Via: Zoom**

#BigSistersLittleSisters

**gai** Gender and Adolescence Initiatives  
**MSICHANA KW**

**MENTORING YOUNG GIRLS IN SPORTS** 1/2



**Fatma Mwisendi (Didier) Yanga Princess**  
Speaker



**Fatma Mohamedi**  
Moderator

**DATE: 30th JULY 2021**  
**TIME: 4pm-5pm**  
**VIA: Insta live (@girls\_firstinitiative)**

#BigSistersLittleSisters

**gai** Gender and Adolescence Initiatives  
**GFI** Girls First Initiative

**MENTORING YOUNG GIRLS IN ENTREPRENEURSHIP**

**SPEAKERS**



**Phenty Kiria**  
Founder Lolo Peanuts



**Janeth Dutu**  
C.E.O Kipepeo Pads

**DATE: 2nd June 2021**  
**TIME: 4pm-5pm**  
**VIA: Insta live (@gai\_tz)**

#BigSistersLittleSisters

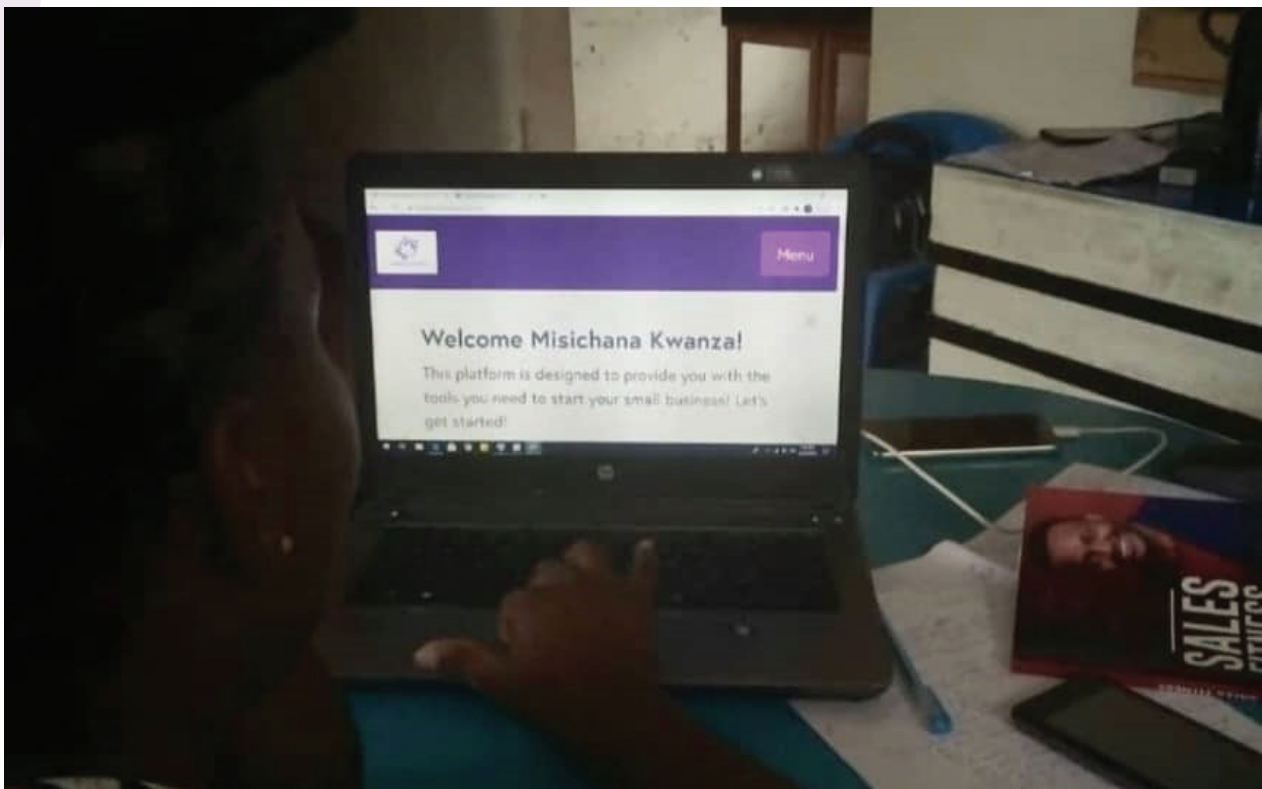
**gai** Gender and Adolescence Initiatives  
**GFI** Girls First Initiative



## MSICHANA KWANZA PLATFORM

Around the world, finding a job is tougher for women than it is for men. According to the International labor organization (ILO) in Tanzania 72% of all male graduates in a year have a high chance of being employed while only 47% of female ones are. Besides the low employment rates, women are also disadvantaged in the types of positions they engage in. A higher proportion of female workers compared to male workers are employed in temporary and part-time jobs and in low-paid sectors and occupations

Misichana Kwanza online hub is a one stop center community for girls and young women that supports them to become more self-aware by accessing quality workforce readiness, resources, training and information for them to make informed decisions on their professional career development as well as on entrepreneurship opportunities. This online hub strives at ensuring that girls and young women have equal powers and opportunities to make and act on economic decisions and share in economic benefits hence promoting gender equality.





## PROJECT AND ACTIVITIES IMPLEMENTATION 2021

### GIRLS FIRST FELLOWSHIP (GFF)

GFF was a one month online training where 400 girls were able to learn entrepreneurship through our platform [msichanakwanza.org](https://msichanakwanza.org). The training in this program had three modules: ideation, prototyping and business model canvas. These modules were designed to help girls to be ready to start their own business.

Through this program GFI was able to train 40 girls, mentor 17 girls and provide a small seed fund to five girls.

### GFF SUCCESS STORIES



**Thamra** is 22 years old and a university student. She loves baking and decorating cakes and cookies. In 2020 Thamra started baking cakes for her friends at university. Before joining the program Thamra was able to bake two cakes per week. In 2021 Thamra joined the Girls First Fellowship Program. After joining the program, She learned more about business management and how to apply innovation to her business, that is when her business improved and she got a lot of customers from different parts of Dar es salaam and nearby regions. Currently she manages to bake 10 cakes per week.

Visit Thamra business social media pages @<https://www.instagram.com/modycakesbakery>

**Kakarabo** is 27 years old, a graduate from Mzumbe university Political science and Public administration in 2018. Her business idea started because she loves eating food and also she used to cook for her family and friends in small functions, i.e birthdays and Easter. Kakarabo used to watch YouTube videos where she learned about tips and recipes which helped her to improve and become competent in cooking and she got a lot of positive feedback on how her food was tasty and delicious. Challenges that she faced was lack of having her own cooking utensils, so she borrowed them from others. Also marketing issues due to COVID-19 effects a few months back and competition, so she had to give offers in order to win customers. But all those challenges didn't stop her, she opened a small restaurant specifically for daily food cooking services rather than waiting and depending on orders alone. She managed to consume 20 people per day. After joining our GFF program and getting skills, she expanded her catering services whereby daily food is available and served and cooked at large ceremonies like weddings and in corporate events. Her customer number increased to 40 people per day and 3 ceremonies per month. Also she's teaching other people who love the food business.

Kakarabo social media pages @<https://www.instagram.com/kakaraborwiza>



**Saumu Mandali** is a school drop out girl due to life difficulties within her family, She started to learn how to create nutritional flour in 2020, she learnt how to create four types of nutritional flour including cassava, lishe, Dona and sembe.

Before joining the program Saumu was only producing 4kg flour, after mentorship Saumu not only produced seven types of nutrition flour but she also started producing spicess, nutritional oils and teach other girls in her extra time on how to mix

and create nutritional flour.

Saumu recently employed three other girls to help her increase her production and currently she can sell up to 20kg of nutritional flour per day.

Saumu social media pages: [https://www.instagram.com/mandari\\_unga\\_bora\\_lishe/](https://www.instagram.com/mandari_unga_bora_lishe/)

## EMPLOYMENT JET:

Workforce readiness skills are the set of competencies needed to carry out the tasks and duties of a given job. These competencies include cognitive (such as basic literacy and numeracy), non-cognitive (such as teamwork, communication, language, IT and other “soft” skills), and job specific skills. Skills are acquired through a sequence of education, training and labor market activities, with skill formation proceeding in stages, each building on the previous one

Through our Employment Jet program we were able to train 38 girls on workforce readiness skills including communication skills, soft skills, Problem solving and work ethics,

Through this program we were able to secure 10 internships for ten girls from the program .

## ACTIVITIES HIGHLIGHT

### Innovation week 2021 (online Event)

The world is a progressively complex, interconnected and technological place and it is important that young women recognise the essential role technology, , as well as the arts and literature, play in shaping this world of innovation. Now more than ever it is necessary to nurture girls who can become creative and confident women willing and able to take risks.

During 2021 innovation week on 20th of May , GFI in partnership with Gai Tanzania and Human Development Innovation Fund (HDIF) we hosted an online event with the them “Nurturing young girls on innovation pathway” featured two young women whose breaking ceiling in innovation ecosystem to share the role of mentors in their life and how its impacted them to the career pathway they choose, The events were live-streamed at LAPF MILLENIUM Tower and attended by 300+ students from Assumpter digital schools and Jangwani secondary school.



## Exhibition (16 Days of Activism Against Gender Based Violence)

Gender-based violence (GBV) is widespread and common in Tanzania. Data shows that 40% of women and girls in Tanzania aged 15-49 have experienced physical violence and 17% sexual violence in their lifetime. With the COVID-19 pandemic, women and girls have become more vulnerable with evidence showing that disease outbreaks affect women and men differently, compounding existing gender inequalities, including having adverse effects on their livelihoods, food security and nutrition, health, education, and an increased risk of gender-based violence.

Last year, On 26 of November GFI participated in the launch of 16 days of activism against Gender based violence, GFI being one of organization fighting against GBV through the use of technology, participated and had a chance to explain how our platform (<https://www.msichanakwanza.org/>) works in the Digital Tool exhibition which took place at Julius Nyerere International Convention Center, where the Guest of Honor was Kate Somvongsiri, the USAID Mission Director for Tanzania and attended by 400+ audience





**OVERALL REACH & ACHIEVEMENTS:**

<b>BENEFICIARIES:</b>	<b>1500+</b>
<b>PROJECTS:</b>	<b>3</b>
<b>ACTIVITIES:</b>	<b>2</b>

<b>SOCIAL MEDIA</b>	
<b>FOLLOWERS</b>	<b>405+</b>
<b>ACCOUNTS REACHED</b>	<b>12.8K (+286%)</b>
<b>ACCOUNTS ENGAGED</b>	<b>236 (+15.1%)</b>

## WHAT NEXT

2022 we come with new energy but the vision and aspiration of the organization still the same. To champion and amplify the girls and young women voices and choices through unlocking their potential providing them tools and skills to become confident and competitive.

### 2022 KEY AREAS AND EFFORTS PER ACTIVITY:

By understanding the need of our services and program 2022 we will focus on doing more school and community outreach, creating community of girls who are well equipped with skills and all the resources to create changes in their community. We will archive that through the following:

Economic empowerment

Life skills

Advocacy

#### Economic Empowerment:

We will provide girls with ability to participate equally in existing markets; their access to and control over productive resources, access to decent work, control over their own time, lives and bodies; and increased voice, agency and meaningful participation in economic decision-making at all. We are planning to reach more than we planning to training 500.

#### Life Skills:

Depending on our 2021 research need life skills education for girls promote growth and development of healthy adolescent girls. GFI will train girls these life skills topics such as Self-Esteem, Confidence, Negotiation, Refusal, Bullying, Skills, Qualities, Power and Gender Relationships as the way to promote girls and young women growth and development. On 2022 we are planning to train more than 200 girls and young women.

#### Advocacy:

We will work with different partners to advocate the elimination of all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation.

## OUR PARTNERS



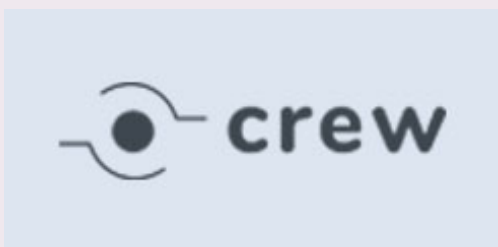
### BRIDGE FOR CHANGES TANZANIA



### GAI TANZANIA



### HDIF



### CREW2030

### ASSUMETER DIGITAL SCHOOL



## GET IN TOUCH WITH US

Contact: +255763736454

Email: [info@girlsfirstinitiative.org](mailto:info@girlsfirstinitiative.org)

### Social Media

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### Visit Our Website

[www.girlsfirstinitiative.org](http://www.girlsfirstinitiative.org)

