

# IMPACT REPORT

## FOR YEAR 2024



**Dear friends, partners, supporters and the whole GFI tribe**

**Happy new year!**

As we reflect on the milestones of 2024, I am filled with immense pride and gratitude for the transformative journey of the Girls First Initiative (GFI). This year has been one of growth, innovation, and impactful change. From launching groundbreaking tools like the Period Tracking Booklet and Girls on the Shelf Magazine to expanding our reach to three additional regions, our work continues to touch lives and inspire hope.

Our commitment to empowering young women and girls remains steadfast, and our achievements this year reflect the power of collaboration, resilience, and unwavering dedication. Initiatives like "This is My Cycle" and "Leader on the Rise" have not only empowered individuals but also fostered a sense of community and support. Through partnerships with esteemed organizations such as Team4Tech, Global Shapers, and HakiZetu, we have expanded our impact and deepened our mission of creating sustainable change.

A highlight of the year was our participation in global platforms, including the Africa Tech Festival, where we showcased the Msichana Kwanza platform and the Collaborative Learning Initiative by Isroff. These opportunities have enriched our strategic direction and reinforced the importance of innovation in addressing the challenges faced by young women and girls in Tanzania.

As we look ahead to 2025, we are excited to build on these successes with a renewed focus on innovative programs, meaningful partnerships, and the continued empowerment of our communities. Together, we can achieve even greater impact and bring us closer to our vision of an inclusive society where girls and young women are empowered to thrive.

Thank you to our partners, supporters, and the incredible GFI team for making this journey possible. Your belief in our mission fuels our determination to create a brighter future for all.

With gratitude,

**Bahati Mgogwe**  
**Executive Director**  
**Girls First Initiative**



**EXECUTIVE DIRECTOR'S  
FOREWORD**

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# 1. Introduction



## About Us

The Girls First Initiative (GFI) in Tanzania is a non-profit organization that advocates for and elevates the voices of young women and girls, particularly those who are vulnerable to sexual harassment. The organization's mission is to defend women and girls' constitutionally guaranteed rights. GFI works to eliminate the social and economic conditions that make girls more susceptible to sexual assault, including the lack of access to health services, education, and economic opportunity.

# 2. Our Mission & Vision

## Our Mission



Providing comprehensive support for girls and young women, enabling them to pursue their dreams through education, economic empowerment, and health awareness programs.

## Our Vision



An inclusive society where girls and young women are empowered to thrive.

# 3. Linkage to SDGs



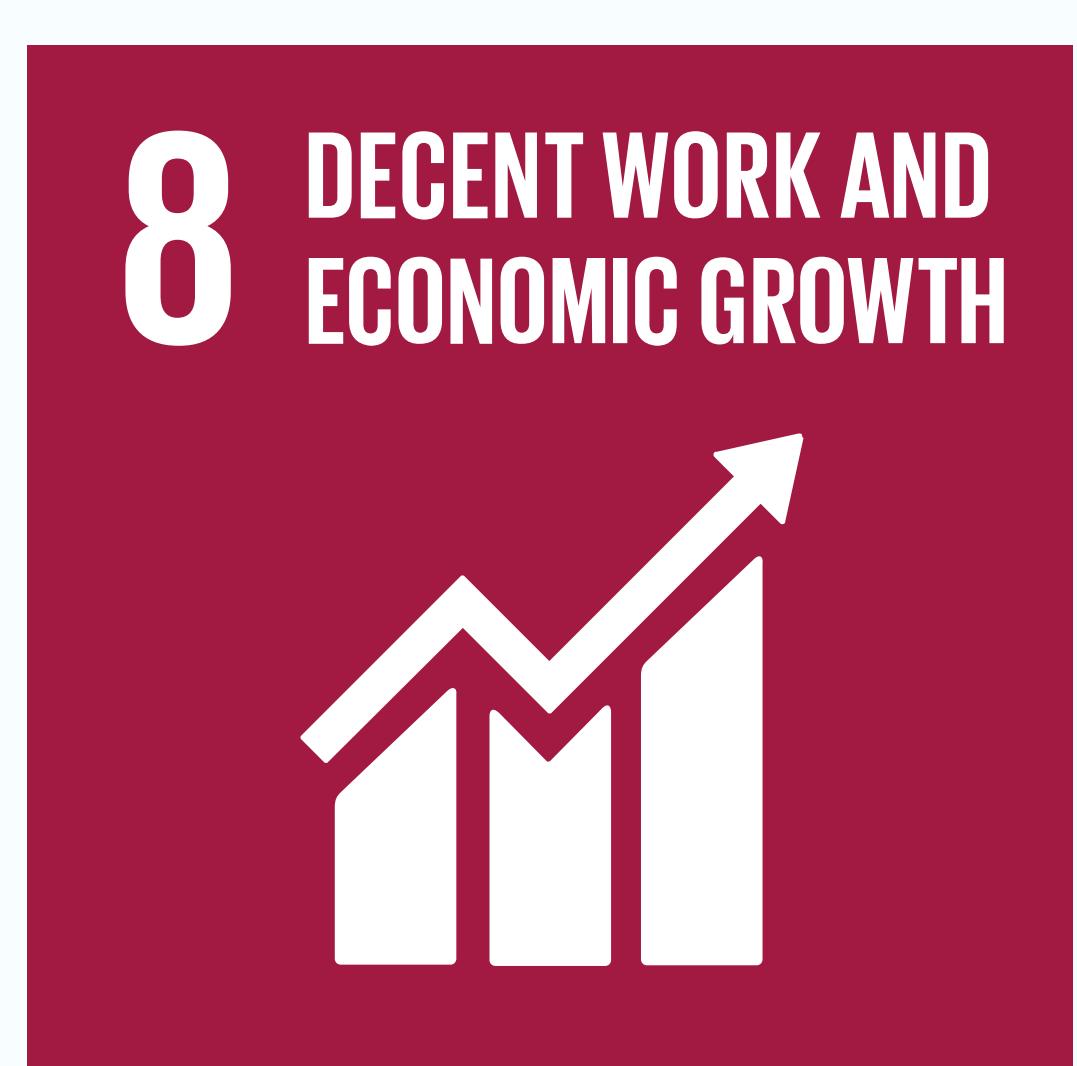
We advocate for the inclusion of reproductive health into national plans and work to ensure that all girls, no matter where they live, have access to quality sexual and reproductive health care, including family planning, information, and education.



The goal of GFI's educational work is to guarantee that all children, regardless of their gender, have equal access to a good education.



We provide young women with equal access to career-related information, resources, opportunities, mentorship, and coaching. GFI's work is to help all girls and young women reach their full potential.



Our goal is to promote economic growth, employment, and decent work by equipping young women and girls with the tools they need to succeed in the workforce.

# 4. 2024 ACHIEVEMENTS

1

## The Launch of the Period Tracking tool

This year, we successfully launched the Period Tracking Booklet through the This is My Cycle project. Designed to support young girls in schools, the booklet helps them track their menstrual cycles over the course of a year. By providing essential information about their health, it empowers them to better understand their bodies and encourages full participation in school activities. With this tool, we aim to foster greater confidence and well-being, ensuring that girls are informed and able to manage their menstrual health with ease.



2

## The Launch of the Girls on the Shelf Magazine

The first edition of The Girl on the Shelf magazine was launched in September this year. This magazine provides young girls with a platform to showcase their entrepreneurial ventures, offering them much-needed visibility. More importantly, it inspires other girls to step forward and start their own sustainable businesses, empowering them to take charge of their futures and make a meaningful impact.



# 2024 ACHIEVEMENTS

3

## Expansion to three more regions (Tanga, Mwanza and Pwani)

In addition to Dar es Salaam, our work has expanded to Tanga, Mwanza, and Pwani, bringing the total number of regions where Girls First Initiative operates to four. This growth allows us to reach and empower more girls across the country, fostering greater impact and opportunities.





# 2024 REVIEW

5. projects & events

Partnerships & Collaborations

# 6. Projects

## ◆ This is My Cycle

The “This is my Cycle” program aims to break this stigma and combat misinformation by educating adolescent boys and girls through engaging and interactive methods. In 2024, the program focused on reaching girls and boys aged 9-16 years in primary and secondary schools in and around Dar es Salaam. Through a series of dynamic workshops, we successfully engaged 500 young students across 5 schools, equipping them with accurate knowledge and fostering a more supportive attitude toward menstruation.

In addition, the project expanded into the Tanga region. The project not only will include workshops on menstruation awareness and stigma reduction but also a key infrastructural improvement which is the construction of a modern toilet at Bumbuli Secondary School which has already started. This new facility will ensure that girls can attend school with confidence and dignity, even during their menstrual cycles.



## ◆ Leader on the Rise

A lack of confidence, skills, information, and practical experience often presents significant challenges for women in securing their desired employment opportunities. Young women, in particular, face barriers when it comes to accessing mentorship and opportunities for growth. Leader on the Rise project is designed to empower young women by boosting their self-confidence and fostering self-awareness. The program offers firsthand experience and mentorship, allowing participants to shadow professionals in various roles within our organization.

This year, we were proud to welcome two talented young women into the program —one in the role of Executive Director and the other as a Communications Officer. Through this experience, both individuals have made remarkable strides in developing new skills and gaining valuable insights, which have helped propel their careers forward, including securing fellowships.



**Executive Director**  
*Shadow*

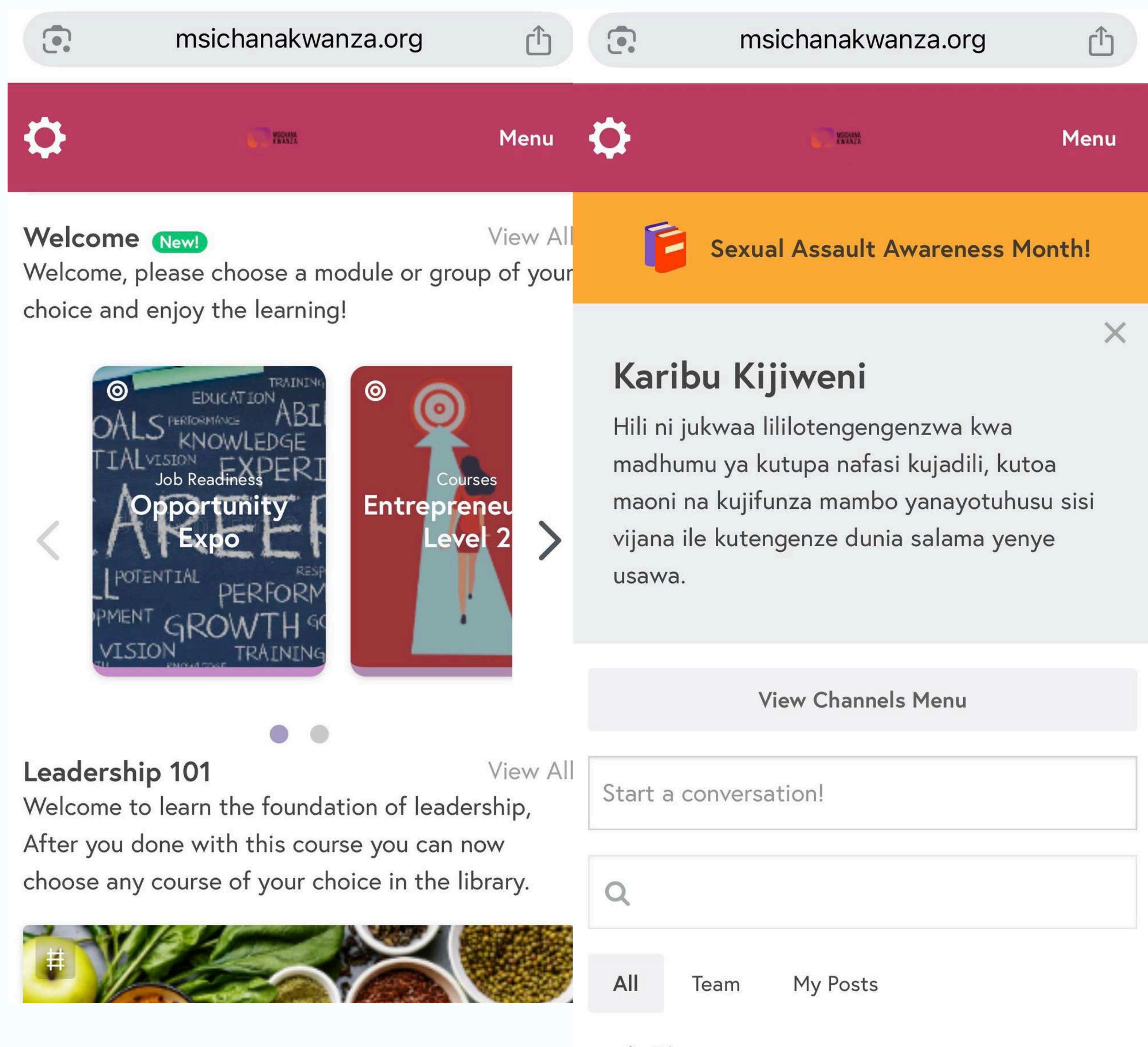


**Communication Officer**  
*Shadow*

## ◆ Msichana Kwanza

The Msichana Kwanza e-learning platform and community has grown to over 5,000 users. This year, a new segment called *Kijiweni* was launched, featuring live discussion sessions every Friday on topics that are particularly relevant to young women. *Kijiweni* fosters a sense of community and synergy, providing a space where young women can come together to share experiences and strategies for navigating the challenges they face in their daily lives.

A new course titled *Impact Mindful Leadership* has also been introduced on the platform. This course is designed to empower young women, helping them develop the leadership skills needed to become reliable leaders in their personal lives, families, and communities.



The screenshot shows the Msichana Kwanza platform interface. At the top, there are two header sections: 'msichanakwanza.org' with a camera icon and 'msichanakwanza.org' with a camera icon. Below these are two red navigation bars. The left bar has a gear icon, the Msichana Kwanza logo, and 'Menu' buttons. The right bar has a gear icon, the Msichana Kwanza logo, and 'Menu' buttons. The main content area has a 'Welcome' section with a 'New!' badge, a 'View All' button, and a message: 'Welcome, please choose a module or group of your choice and enjoy the learning!'. It features two course cards: 'Job Readiness Expo' (blue background) and 'Entrepreneur Level 2' (red background). To the right, a yellow banner for 'Sexual Assault Awareness Month!' is displayed, featuring a book icon and the text 'Sexual Assault Awareness Month!'. Below this is a 'Karibu Kijiweni' section with a message in Swahili: 'Hili ni jukwaa lililotengengenzwa kwa madhumu ya kutupa nafasi kujadili, kutoa maoni na kujifunza mambo yanayotuhusu sisi vijana ile kutengenze dunia salama yenye usawa.' A 'View Channels Menu' button is also present. At the bottom, there is a 'Leadership 101' section with a 'View All' button and a message: 'Welcome to learn the foundation of leadership, After you done with this course you can now choose any course of your choice in the library.' It includes a photo of various food items. To the right, there is a 'Start a conversation!' input field, a search bar, and a 'Filter' button. Navigation tabs at the bottom include 'All', 'Team', and 'My Posts'.

# 7. Events



The Girls Konnect event, held on October 19, focused on connecting girls and fostering a sense of unity to help them achieve their goals together. Through reflection exercises and goal-setting activities, the event promoted both personal and collective growth.

A key highlight was the launch of *Girls on the Shelf Magazine*, a platform designed to support university women with businesses by increasing their visibility and offering entrepreneurial inspiration. The event successfully created a dynamic space for networking, learning, and reflection, empowering participants to connect and thrive.



## 16 DAYS OF ACTIVISM

During the 16 Days of Activism, we had the privilege of leading both in-person and online campaigns to raise awareness about Gender-Based Violence (GBV) in Tanzanian communities, particularly focusing on women and girls.

One of the highlights was our visit to Yombo Dovya Primary School, where we engaged with 100 young boys and girls on critical GBV issues. We also distributed the *Mimi ni Nani?* (Who Am I?) Journal to 80 young girls and women, a resource designed to help them explore their identity, purpose, and potential. The journal aims to inspire them to recognize their role as future champions of change in their communities.

In addition to our on-the-ground efforts, we launched a powerful online campaign. This included a radio session to raise awareness and a compelling social media story about a bystander who witnessed a GBV incident involving a young girl. These efforts helped us reach a wider audience and inspired more people to take action, creating safer spaces for girls everywhere.

# 8. Internal Highlights

## We have moved to a new location:

At present, we are accessible at SNBX, Regent Business Park, at Mikocheni B Dar es Salaam. This transfer occurred in 2024 and marked the commencement of our new office location.



## Roundtable discussions with Royal commonwealth society:

March 2024 our Executive Director had a chance to join The duchess of Edinburgh and Elisabeth Bowes, Deputy high commissioner of Australia in the UK on round table discussion with the theme #inspireinclusion. She had a chance to share more about our work and how we inspire inclusion in our programs and at the workspace. You can watch a full discussion [here](#).

## We have graduated from Collaborative Learning Initiative by Isroff:

From January to October 2024, our Executive Director was selected to join other 19 organizations on a collaborative learning Initiative program run by the Isroff Family Foundation for ten months. As an organization, we have benefited from an intense program of strategic planning and leadership, which resulted in the creation of our new 2025-2027 that we will launch late January 2025.



## New Team Members:

This year, we welcomed new team members in our team, Jesca, Paul, and Sakina. Both of them bring a strong dynamic and experience on community development and women and girls empowerment. We are looking forward to learning from their expertise and maximizing our effect together.



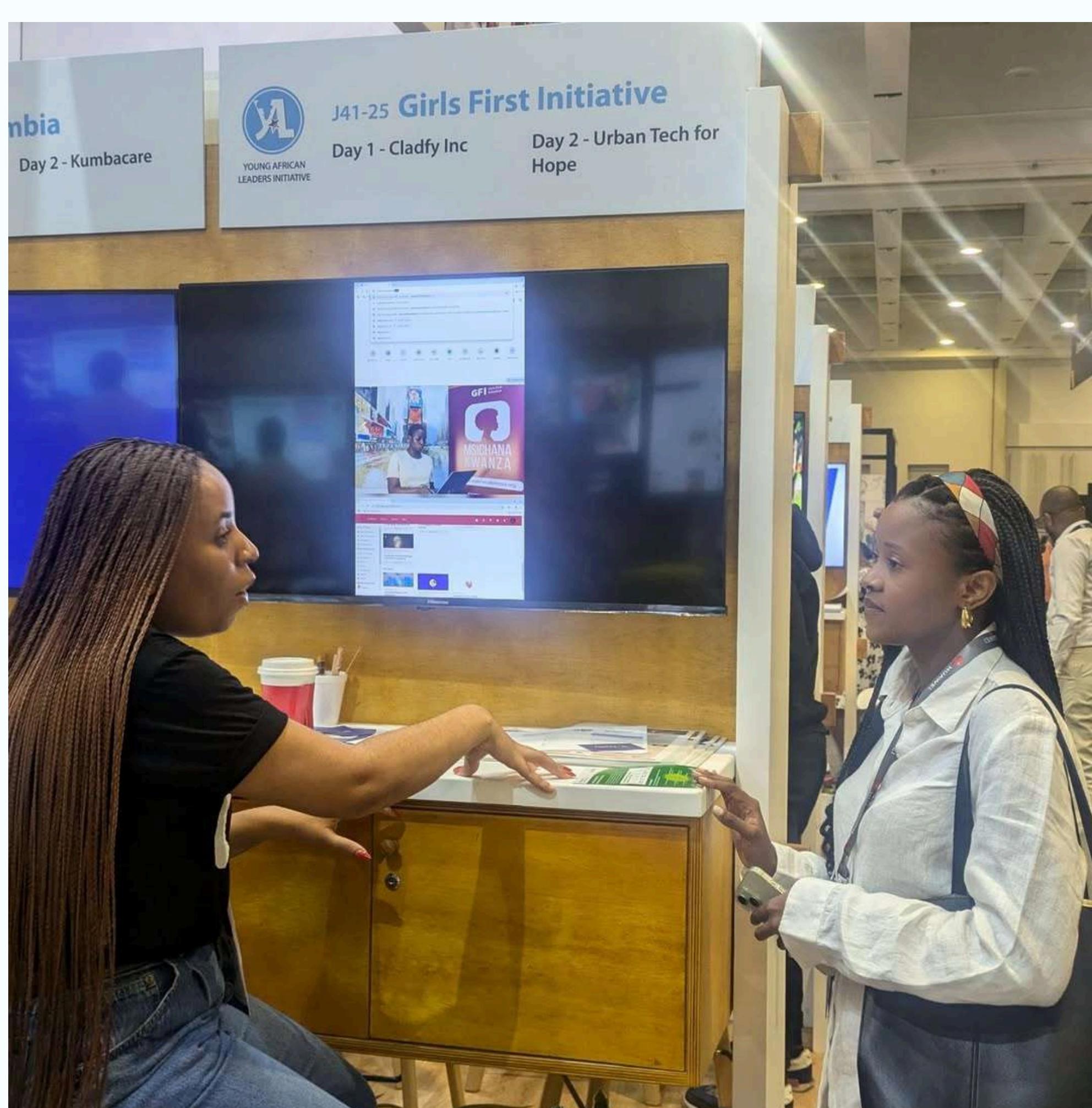
**Jesca Magashi -  
Project Officer**



**Sakina Chambulilo -  
Community Manager**



**Paul Nhiga -  
Communication Officer**



## Exhibition of Msichana kwanza in Africa tech festival:

The Africa Tech Festival, which took place in Cape Town, South Africa, on 12th to 15th November 2024, provided us with the opportunity to showcase our Msichana Kwanza platform. This opportunity resulted in a multitude of chances for partnership and the expansion of our user base across the continent of Africa.

# 9. Partnerships & Collaborations

## Community Hand Foundation

Through the Elimika Project, we partnered with the Community Hand Foundation to enhance the sexual and reproductive health (SRH) knowledge of 110 young girls and boys in schools. Our goal was to empower them with the awareness needed to lead healthy lives, enabling them to excel in their studies and beyond.



## Global Shapers, Dar es salaam Hub

This year, we partnered with the Global Shapers Dar es Salaam Hub to launch the Niboreshe project. The initiative aims to empower young women in underserved communities across Dar es Salaam by providing mobile learning centers. These centers will deliver essential 21st-century skills, equipping participants to seize new economic opportunities and drive personal and community growth.

## Sawa Initiative

Through the *This is My Cycle* project, we partnered with the Elimika Initiative to positively impact 300 young girls across two schools in Pwani. The girls received valuable education on menstruation and were provided with the *This is My Cycle* tracking booklet, helping them stay informed about their health and maintain better focus in school.



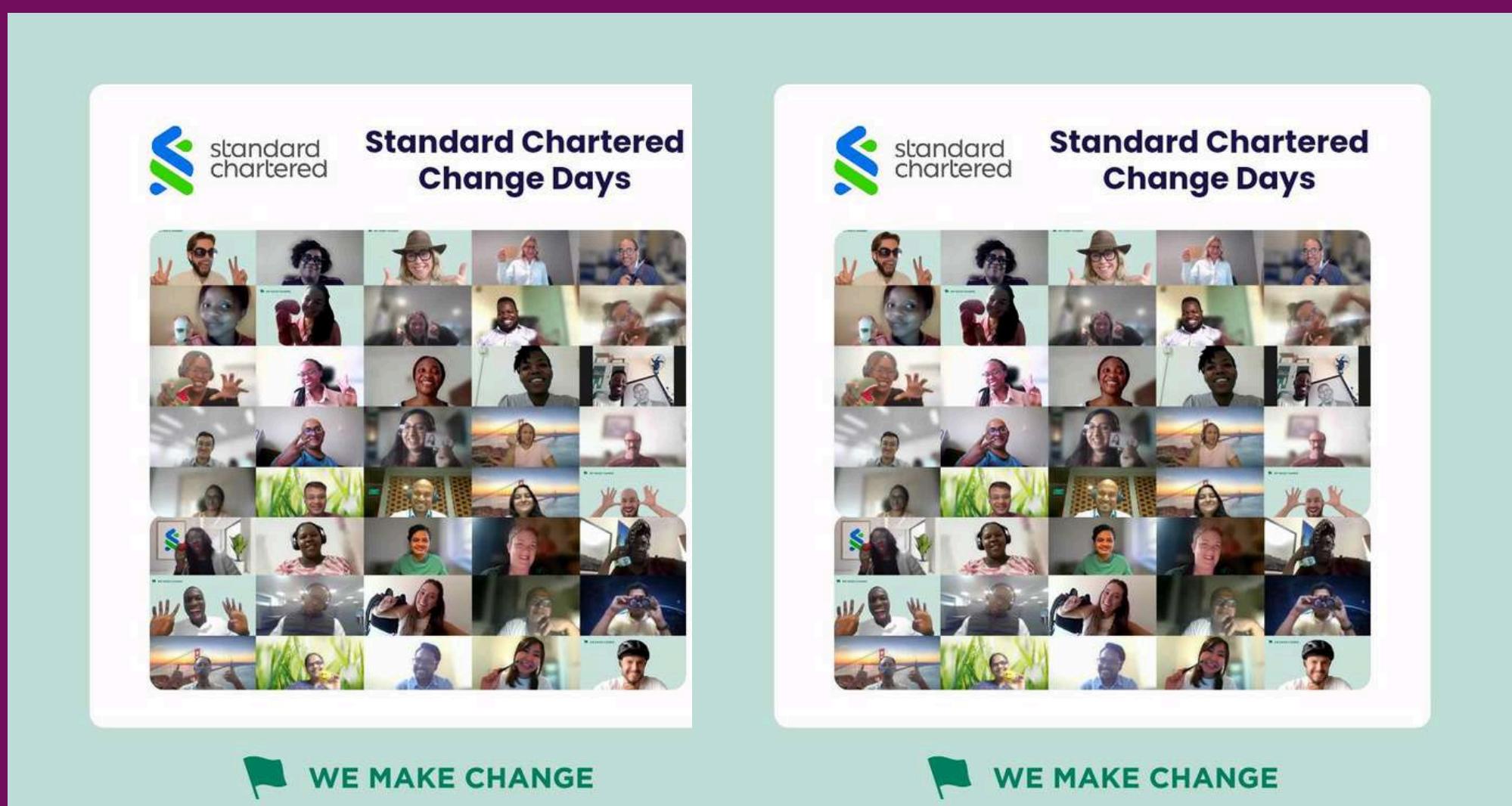
## HakiZetu

In partnership with HakiZetu, we distributed the This is My Cycle tracking booklet to over 100 young girls in Mwanza. This collaboration has been crucial in expanding our reach to the region, and we look forward to impacting even more girls in 2025.



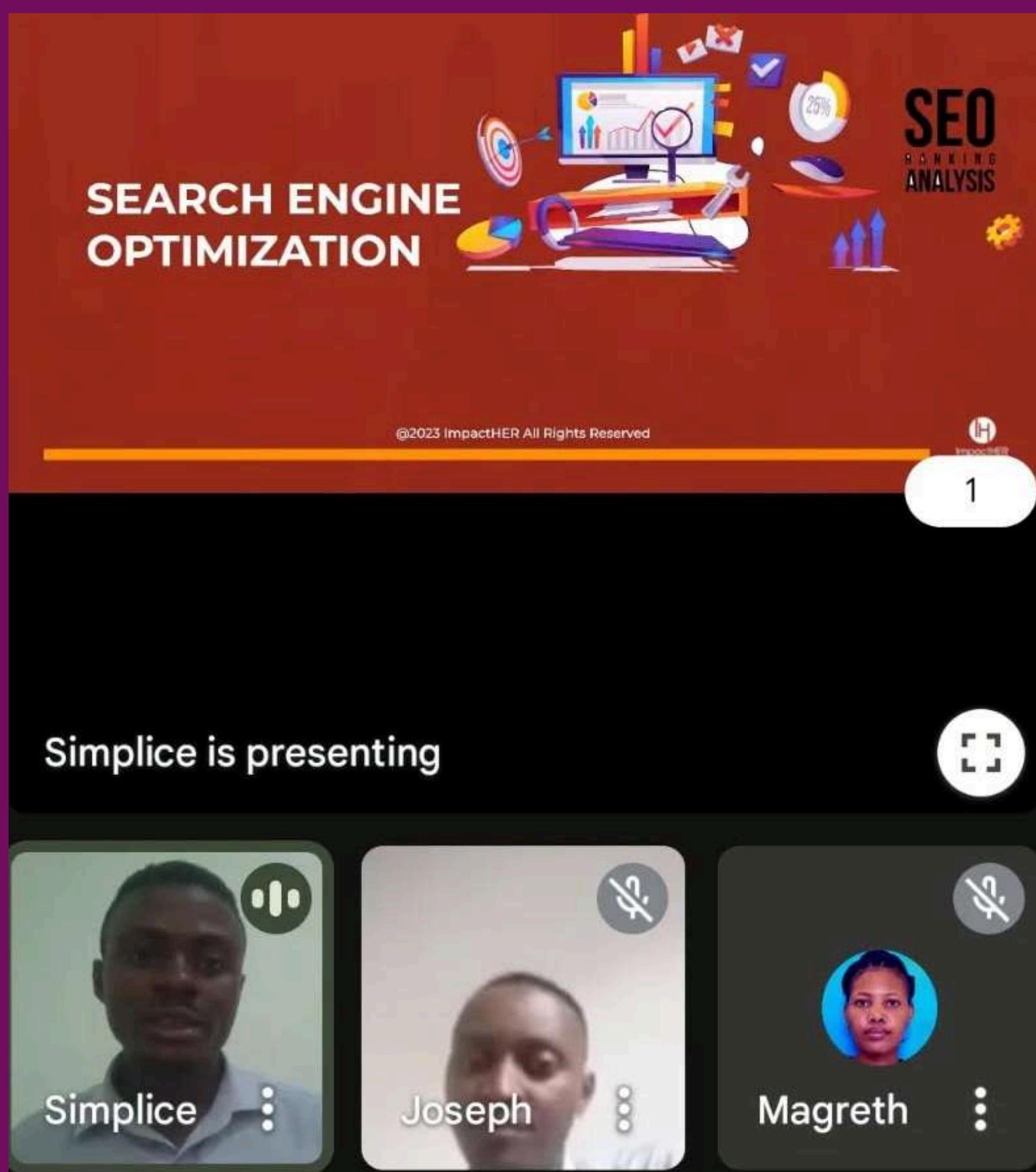
## We Make Change

This year, we collaborated with We Make Change on driving meaningful change, by receiving valuable guidance on effective fundraising strategies, building and nurturing partnerships, and enhancing our online presence through our website and social media. These insights have helped us ensure that our key beneficiaries and stakeholders are positively impacted in the most effective way possible.



## ImpactHer

In partnership with ImpactHer, we provided Entrepreneurship and Digital Marketing training to 50 young women. This collaboration marked a significant milestone in our mission to equip young women with the skills and knowledge necessary for economic empowerment and success.



## Team4Tech

This year, we partnered with Team4Tech to develop an Entrepreneurial Curriculum designed to train and empower young women, helping them build economic independence and unlock their full potential.



# 10. Key Impact Numbers

DIRECT  
BENEFICIARIES

1200+

GIRLS & BOYS

INDIRECT  
BENEFICIARIES

12500+

FAMILIES &  
COMMUNITY MEMBERS

FUNDING  
PARTNERS

7 PARTNERS JOINED

8 PEER ORGANIZATIONS

GEOGRAPHICAL  
REACH

4 REGIONS REACHED  
IN TANZANIA

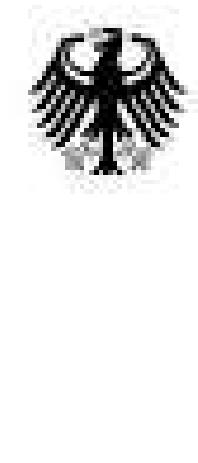
SOCIAL MEDIA  
REACH

500000+

# 11. New Funding Partners

**The Hilden  
Charitable  
Fund**

Hilden Charitable



Embassy  
of the Federal Republic of Germany  
Dar es Salaam

Germany Embassy



Isroff family  
foundation



World Economic forum



New African Fund



Peace First  
Organization



Myraid USA

# 12. Where Do We Go From Here In 2025?

As we step into 2025, Girls First Initiative has launched its 3 year strategic plan 2025-2027 which will focus on three key thematic areas.

## Her Education

Our goal in this thematic area is to offer scholarships to girls students throughout Tanzania, guaranteeing that they receive the financial assistance necessary to complete their education. In addition, we plan to provide vocational training to provide them with the necessary practical skills for future employment. Our goal is to reach 100 girls every year for both scholarship and vocational training programs through our platform



## Her Health

The goal of this thematic area is to equip young women with the knowledge, skills, and resources to make informed choices about their sexual and reproductive health. By providing access to education, services, and support. The program aims to reduce early pregnancies, early marriages, and the spread of STIs, enabling young women to achieve their full potential. GFI strives to promote gender equality, improve health outcomes, and empower young women to take control of their bodies and futures.



## Her Economy

Our goal in this area is to create long-lasting financial independence and resilience among young women in Tanzania. By providing the skills, knowledge, and resources necessary for entrepreneurship and financial literacy,

GFI aims to help young women build thriving businesses, secure stable incomes, and become empowered leaders within their communities, ultimately contributing to broader social and economic development.

GFI will remain committed to its Vision and Mission of continuing its impactful work, building on past successes to make an even greater difference through a diverse range of empowering social events and activities.

In 2025, we are committed to leading innovative projects and programs that empower communities, foster meaningful social events, and build impactful partnerships and collaborations.

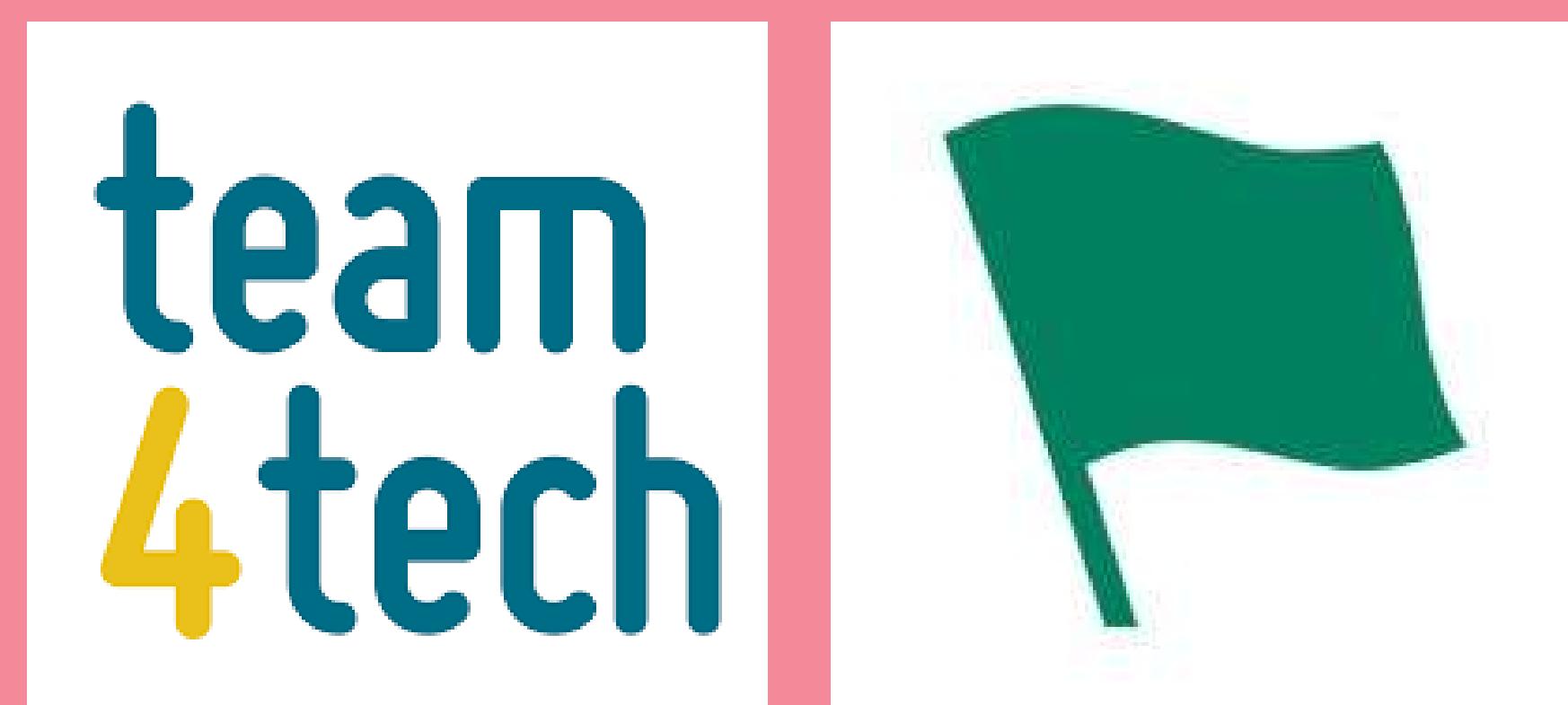


# 13. Our Contacts

 [info@girlsfirstinitiative.org](mailto:info@girlsfirstinitiative.org)  
 [www.girlsfirstinitiative.org](http://www.girlsfirstinitiative.org)  
 SNDBX MIKOCHENI, Regent  
Business Park Floor No. 01,  
WING A

 +255 (0) 763 736 454  
 @girls\_firstinitiative  
 Girls First Initiative  
 GFIInitiative

# 14. Our Partners



**GF]** Girls First  
Initiative