

# Brighter Tanzania Semi-Annual Report

For the 6 months ending June 30, 2015



Brighter Tanzania Foundation Incorporated  
[brighter-tz-fund.org](http://brighter-tz-fund.org)

# A Message from the Executive Director

After a tumultuous first year in operation, Brighter Tanzania Foundation is prepared to take on the challenges of the new year. Not only was 2014 a year of hardship, but it was a year of learning, growing, and meeting every challenge head-on. We are so excited for 2015, and would like to share with you just a few of the reasons why.

Already this year, we've seen an enormous increase in our donations over 2014, and we've kept to our word about cutting administrative costs. Doing so has enabled us to be better serve our students and increase enrollment, both of which are achievements we are extremely proud of.

We have focused a lot of attention on integrating Saving Grace, our first school, with the surrounding community. Grace's diligence in spreading the word about the school has greatly diminished skepticism in the community, and is likely the largest contributing factor to the increase in enrollment we've seen.

The Student Sponsorship program is still in the works; it has taken more time than anticipated to flush out an effective system of evaluation for the program, which is a key component to ensuring that sponsorship works. As of June, the anticipated official launch of the program is December 2015. As that time, focus will shift to developing our Parent Program, an undertaking which will aim to aid the parents of children enrolled in Brighter Tanzania schools. Because this program is still in its infancy, we have yet to decide the form this aid will take, but are discussing the possibilities of monthly stipends, training programs, food allowances, or an amalgamation of all three approaches.

Although we are not on par with our projections for this year, we're happy with the direction we're moving, and hope to close out the year with 80% of our income goal met. This should provide for a smooth transition into 2016, and even greater things to come.

Thanks for your support,

*Felicia McKenzie*

Founder and Executive Director



Felicia McKenzie, Founder and Executive Director



Many newly enrolled students at Saving Grace, May 2015.



## Mission

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

We believe that education is the foundation on which stable societies are built. Studies have proven the transformative power of education, including lower levels of HIV, increased life expectancy, decreased infant and maternal mortality rates, and greater income equality. By harnessing the power of education, nurturing the creativity of students, and supporting the local economy, we can foster economic growth in the right direction to help Tanzania develop into a key African nation, providing a more equitable future for all Tanzanians.



Bunk beds purchased from our Pear campaign on behalf of US Cellular

A volunteer face-painting at our Barnes & Noble bookfair.



## Accomplishments

Brighter Tanzania Foundation is happy to report that the first half of the fiscal year has produced some wonderful accomplishments! In January, we launched a social media campaign through Pear (pearup.com) a fundraising platform which connects causes with a corporate sponsor. Because of the generous contributions from US Cellular, we took away over \$330. This provided enough money to purchase 2 bunk beds for the dormitory. In addition, we were able to purchase a cabinet for dishes, bringing us one step closer to officially registering Saving Grace as a boarding school. In February, we hosted a book fair with Barnes and Noble, for which we received 10% of the sale price of all items purchased in our honor. It was a great event for kids, with a scavenger hunt, face painting, and story time. While this event only generated \$88 in sales, the public showed tremendous interest in our work!

## Buying Locally

Brighter Tanzania Foundation believes in the power of buying locally. Purchasing locally made goods is better for the Tanzanian economy, and better for our future graduates. As of June 30, 2015, 100% of the materials and labor needed at Saving Grace have been purchased within the Arusha region.

To better understand how buying locally impacts the economy, take a look at this New York Times article, "Buying Local: How It Boosts the Economy," at <http://content.time.com/time/business/article/0,8599,1903632,00.html>

## 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 way. The first 6 months of 2015 were a promising start to the year.

### Expenditures

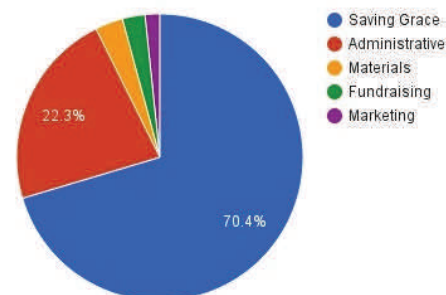
We've already made great strides towards reducing our administrative costs. In addition, most of the administrative expenses for 2015 have already occurred in the first half of the year, so very little funding will need to be allotted to this category for the remainder of the year. This has enabled us to devote more funds directly to our programs.

#### Total Expenses to June 30, 2015

Saving Grace	\$2400.00
Administrative	\$758.72
Marketing	\$56.70
Materials	\$106.83
Fundraising	\$87.30

#### Expenses by Percent

Expenses Jan - Jun 2015



#### Comparison by Year

	2014	Jan-Jun 2015
Schools/Programs	\$1099	\$2400
Marketing	\$95.56	\$56.70
Administrative	\$1422.38	\$758.75

If we continue on this trend, we will be able to allocate a minimum of \$4800 to our schools and programs by year-end, and anticipate a total of \$1700 spent on administrative costs.

### Revenue

Although we've restructured our fund allotment to focus more on programming this year, we are still struggling to bring in those funds. However, direct donations are already at double the amount made in all of 2014, and we are confident we can continue on this trend for the rest of the year, bringing in a projected \$500 in direct donations.

We will continue to work towards diminishing administrative costs in the future in order to better fund our schools and programs, as well as work on hosting fundraising events to bring in larger sums of revenue.

#### Total Income to June 30, 2015

Donations	\$100.00
Sales	\$114.00
Social Campaigns	\$366.88
Events	\$88.68
Board Contributions	\$2214.50

## Looking Forward

As Brighter Tanzania continues to grow, we have a lot to look forward to. There is much to be accomplished in the first years of a non-profit and we have high hopes for achieving all of our goals.

**Finance:** In order to better fund our programs, we are aiming to reduce administrative costs in 2016 by another 12%. This will be offset by increased spending on fundraising and events.

**Programs:** As of June 30, 2015, our Parent Program has yet to be implemented. Focus has been on fully developing Student Sponsorship, and will likely continue for the rest of 2015. We hope to implement the Parent Program in July of 2016 should funding permit.

**Events:** Events were limited in the first half of 2015 due to our conservative budget. Within the next few weeks, we will begin a chocolate-selling campaign. The anticipated revenue-generation for this enterprise is a minimum of \$600. In late fall, we are planning to hold a benefit concert in the Madison area, both as a way to generate revenue and local recognition.



## Get Involved

2015 is off to a great start, but we need the continued support of kind contributors and volunteers to make our work happen. Check our website and VolunteerMatch pages for the latest volunteer opportunities. You can also follow us on social media to help bring awareness to Brighter Tanzania and our cause. Links can be found on our website at

<http://www.brighter-tz-fund.org>

*Asante sana!*

