



Annual Report

2024

FLAVIANA MATATA
foundation



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A WORD FROM THE BOARD CHAIR



On behalf of the Board of Directors, I am honored to present the Flaviana Matata Foundation (FMF) 2024 Annual Report. As we close the chapter on 2024, I am honored to reflect on the progress, challenges, and triumphs that have shaped the Flaviana Matata Foundation (FMF) this year. Our unwavering commitment to empowering communities, advancing gender equity, and fostering sustainable change has been the driving force behind every initiative we have undertaken.

FMF in 2024 has continued to expand its reach and deepen its impact in underserved communities. From enhancing access to quality education to promoting menstrual health and sexual reproductive rights, our programs have transformed lives—particularly for adolescent girls and young women. The Foundation has realized tangible outcomes, including improved school retention rates, increased community engagement, and strengthened institutional partnerships that support long-term sustainability.

Despite our successes, we acknowledge the challenges we have faced, including resource constraints and socio-cultural barriers that impede progress in gender equity and education. However, our ability to adapt, innovate, and remain persistent in our mission has allowed us to overcome these impediments and continue making a meaningful impact. We have embraced data-driven decision-making, strengthened our governance structures, and reinforced our commitment to transparency and accountability.

None of this would have been possible without the dedication of our team, the generosity of our partners, and the unwavering support of our stakeholders. As we embark on another year of impact, I invite you to continue this journey with us—championing change, fostering hope, and shaping a better tomorrow.

Humble Regards

A handwritten signature in blue ink, appearing to read 'Francis Kiwanga'.

Francis Kiwanga
Board Chair
Flaviana Matata Foundation

A WORD FROM THE EXECUTIVE DIRECTOR



Dear Friends, Partners, and Stakeholders,

As we reflect on 2024, I am filled with immense gratitude and pride for the progress the Flaviana Matata Foundation (FMF) has made in empowering communities and transforming lives. This year has been evidence of our collective resilience, dedication, and unwavering commitment to creating sustainable solutions in education, health, and gender equity.

Through our programs, we have touched the lives of thousands—from adolescent girls gaining confidence and dignity through menstrual health initiatives to communities benefiting from improved school infrastructure and awareness interventions. These milestones were made possible by our dedicated staff, committed partners, and engaged stakeholders, all of whom share our vision for a more equitable and inclusive future.

Yet, our journey has not been without challenges. Resource constraints, staff transitions, and logistical hurdles tested our adaptability, but they also strengthened our resolve. By embracing innovation, fostering strategic partnerships, and integrating sustainability into every aspect of our work, we have not only overcome these obstacles—we have emerged stronger. Our advocacy efforts have mobilized crucial support from government bodies and local leaders, ensuring that our initiatives create lasting, systemic change.

As we look ahead, FMF remains steadfast in its mission to create opportunities, foster resilience, and drive sustainable impact. In 2025 and beyond, we will continue to strengthen our organizational systems, invest in capacity building, and leverage data-driven approaches to enhance the effectiveness of our programs.

Thank you for being part of this journey. Your support, collaboration, and belief in our mission inspire us every day to push boundaries and create meaningful change. Together, we are shaping a future where every individual has the tools and opportunities to thrive.

A handwritten signature in black ink, appearing to read 'Flaviana Matata'.

Flaviana Matata
Executive Director
Flaviana Matata Foundation

WHO WE ARE

The Flaviana Matata Foundation (FMF) is a non-profit organization, established in 2011 and officially commenced its operations in 2012. Registered as a not-for-profit organization in Tanzania and as a 501(c)3 non-profit organization in the United States, FMF serves as a platform for inspiring, empowering, and supporting girls to unlock their potential and realize their aspirations by addressing the challenges they face.

Operating in both Tanzania Mainland and Zanzibar, FMF strategically targets key regions, including the Coastal Region (Dar es Salaam and Pwani), Southern Highlands (Njombe and Ruvuma), and Lake Zone (Mwanza, and Shinyanga). The 2024 annual report, sheds light on successful initiatives and impacts made across Njombe, Pwani, Shinyanga, and Dar es Salaam regions.

Vision

A world where girls are more confident, economically independent, and supportive of their communities.

Mission

To ensure Tanzanian adolescent girls and young women have access to quality education, resources, and opportunities they need to improve their livelihood.

Our Core Values



STRATEGIC OBJECTIVES

Strategic Objectives aligned with the FMF’s Strategic Plan for 2023–2027, the Foundation has been implementing projects and activities that are closely aligned with the established objectives.

- 1.** Adolescent girls and young women have the necessary technical and financial support to pursue their education and/or livelihood opportunities.
- 2.** Adolescent girls and young women have improved knowledge and access to MHH, SRHR, and SWASH services and are free of coercion, discrimination, and violence.
- 3.** The Flaviana Matata Foundation is delivering development projects sustainably by 2027

2024 IN REVIEW: ADVANCING IMPACT, EXPANDING REACH

The year 2024 marked another milestone in FMF’s journey of empowering communities through innovative and impactful programs. With a focus on addressing critical issues such as education, health, and gender equity, FMF expanded its reach and strengthened its systems to deliver sustainable development outcomes. Guided by our mission and vision, we implemented strategic initiatives that not only improved the lives of those we serve but also reinforced the organization’s capacity for long-term growth and impact.

Through partnerships, advocacy, and collaboration, we achieved significant progress across our programs, from provision of scholarships, improving school infrastructures, menstrual health management to building organizational capacity and fostering stakeholder collaboration. These achievements have been driven by robust operational frameworks, together with a dedicated team working to deliver results. The report highlights our key accomplishments, challenges faced, and lessons learned over the past year. It also provides an overview of our efforts to streamline processes, enhance compliance, and optimize resources to ensure that every intervention delivers meaningful and sustainable change.



IMPACT IN NUMBERS



45,875

Direct Reach

Our work in 2024 has been transformative, through our in- and out-of-school programs, we reached 45,875 individuals including adolescents (29,114 female and 12,286 male), Parents 562 (337 female and 225 male) teachers 750 (266 female and 484 male), community members 2,764 (1,008 female and 1,756 male), government officials 355(116 female and 239 male) and media personnel 44 (13 female and 31 male). We focused on fostering a supportive and conducive learning environment for adolescent girls by promoting Menstrual Health and Hygiene (MHH) and Sexual Reproductive Health (SRH) education, improving access to education, MHH materials, and WASH facilities. These programs were implemented across our four strategic regions in Tanzania; Njombe, Pwani, Shinyanga, and Dar es Salaam providing adolescent girls and young women with accurate information and resources needed.



24.7 Million

**Media Reach
(Traditional &
Digital)**

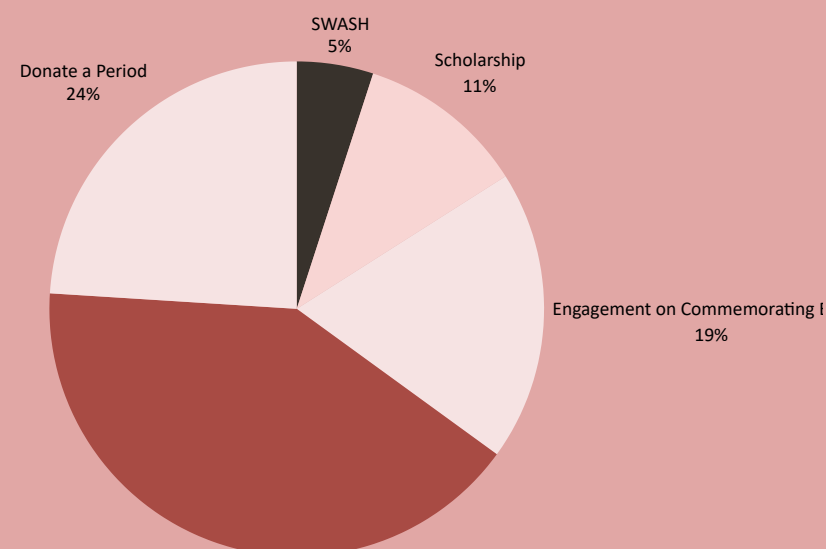
Through our engagements in traditional and social media, we have indirectly reached a total of 24,667,513 individuals. Vital information about programs regarding Menstrual Health and Hygiene (MHH), Sexual Reproductive Health (SRH), education, and gender-based violence awareness was provided using different social media platforms including Instagram, X, Facebook, LinkedIn, and Threads. Also using media platforms like Blogs, TV, newspapers and radio helped create awareness in the community.



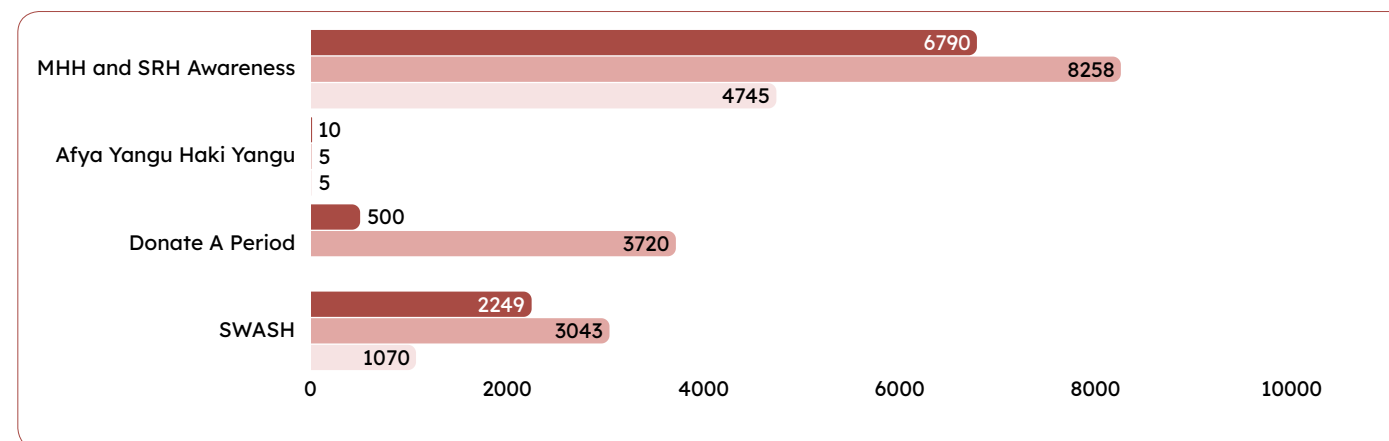
PROGRAM PERFORMANCE

The Flaviana Matata Foundation (FMF) continues to make a meaningful impact in Tanzania by supporting adolescents and young women in their priority areas of education, health and gender. In collaboration with partners and stakeholders. This aligns with the Government of Tanzania's national development policies and plans, as well as the broader vision of the Global Goals, fostering their growth as empowered citizens on both national and global stages. In this reporting period, the Flaviana Matata Foundation improved adolescents' and young women's lives through MHH and SRH knowledge and skills, access to education, MHH material, and improved school WASH.

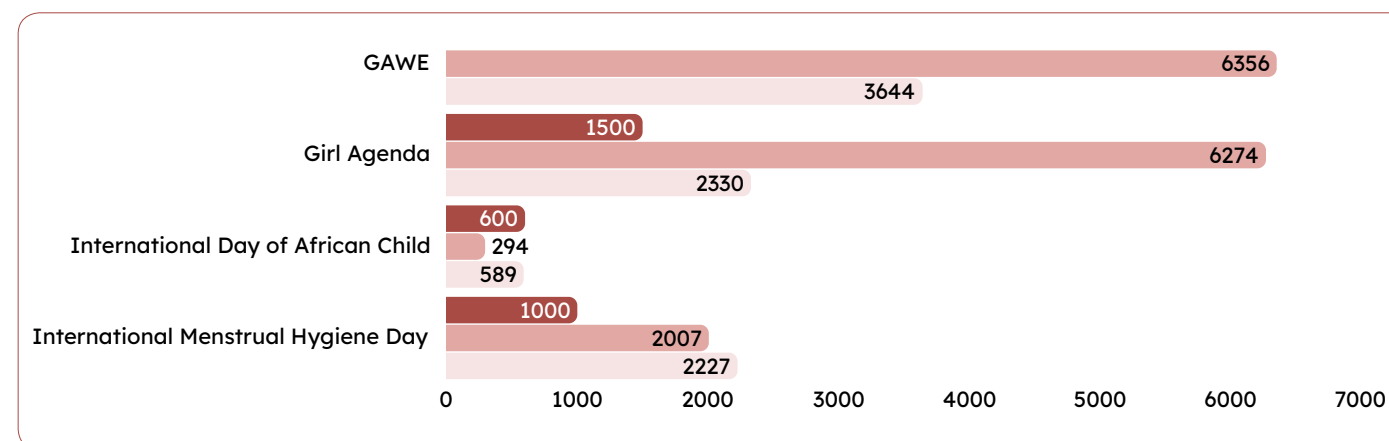
Our programs have reached a total of 45,875 beneficiaries. The following chart presents a breakdown of this total, categorized by program area and percentage.



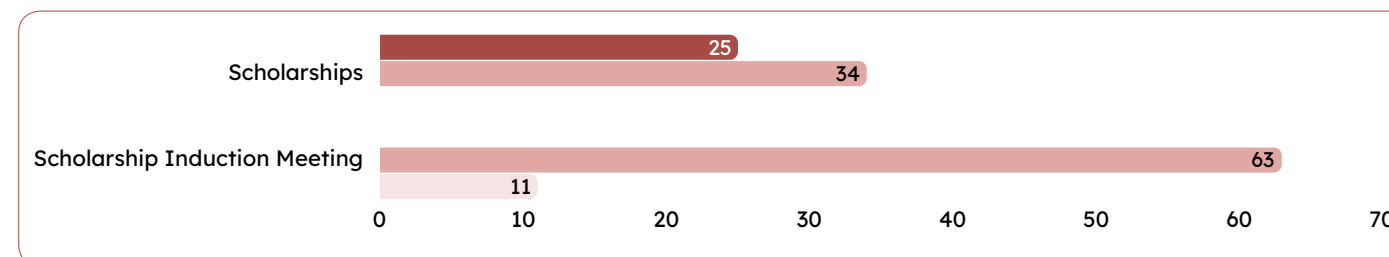
SWASH, Donate a Period, MHH, SRH & GBV Awareness



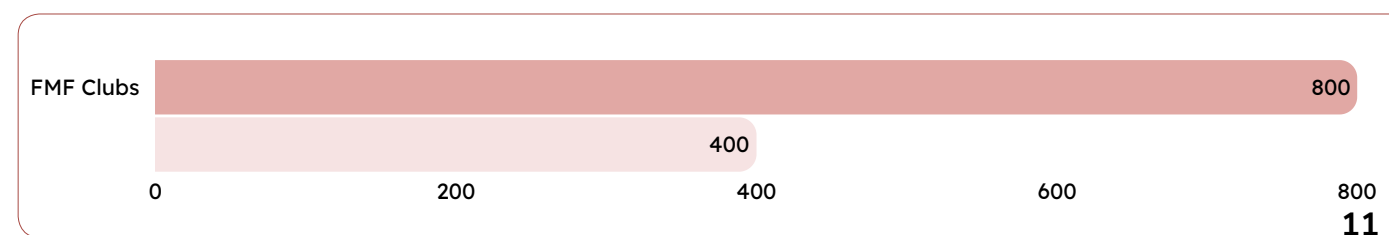
Commemorations & Events



Scholarships & Scholarship Induction Meetings



FMF Clubs





“

Partnering with The Launchpad Tanzania through FMF to explore the transformative power of digital technology has been truly enlightening. I am now convinced that technology holds the key to revolutionizing the future of healthcare.

Student, Atlas Secondary School

STRATEGIC OBJECTIVE 1

In 2024, the Foundation effectively implemented Strategic Objective 1 by utilizing the available resources to carry out key initiatives, including

1. Scholarship Program
2. Commemoration International and National Events
 - Global Action Week for Education (GAWE)
 - International Day of the African Child (DAC)
 - International Day of a Girl Child (GAF the Girl Agenda Forum)

1. The Scholarship Program

We are dedicated to advancing girls' education by providing academic scholarships to adolescent girls who face financial barriers that prevent them from continuing their studies. These scholarships take a comprehensive approach, addressing not only tuition fees but also essential needs such as school supplies, accommodation, mentorship, and personal upkeep for an entire academic year.

In 2024, the Foundation intensified its efforts to support adolescent girls with education and resources for a total of 34 scholars, including 27 newly recruited students and 7 continuing scholars.

Among the continuing scholars, 3 graduated from Advanced Secondary School in May 2024 with outstanding results, achieving First-Grade honors (Division One). These graduates started their university studies in November 2024. Meanwhile, other 3 scholars are continuing their high school education, and 1 is in her last year of college.

The newly recruited group of 27 scholars has been enrolled in both the Ordinary and Advanced Secondary Schools. This holistic support reaffirms the Foundation's commitment to providing quality education and fostering academic excellence among adolescent girls.



34
Scholarships

Induction for Scholars and Parents

This meeting is a key activity for FMF, enabling the Foundation to engage with scholars and their parents while providing essential information about the scholarship program and its expectations. These sessions are conducted annually in January and are designed to ensure a smooth and effective support system for scholars throughout the year.

This year, FMF facilitated both virtual and in-person induction sessions for 34 scholars and their 40 parents and guardians, which were held in January and November, explaining the support received, resources, and responsibilities for both scholars and parents. They fostered connections among peers and encourage a sense of ownership and shared purpose among parents, guardians, and scholars.



34
Scholars



40
Parents



AN INSPIRING JOURNEY OF RESILIENCE AND SUCCESS

Rahabu’s story is a testament to resilience and determination. After dropping out of school due to pregnancy, she faced societal stigma and financial struggles. However, with unwavering support from the Flaviana Matata Foundation’s re-entry program, Rahabu re-enrolled in school, proving that setbacks can indeed become stepping stones to success.

Today, Rahabu is excelling in her studies, pursuing a science combination (PCB) and achieving an impressive Division I average of 1.09. “Education has given me a second chance, and I won’t take it for granted.” Rahabu’s achievements highlight the transformative power of creating opportunities for young girls to thrive despite their circumstances. “I want to inspire other girls to never give up, no matter what challenges they face.”

“*When I thought my dream had ended, I found hope through the support I received. Now, I am determined to make my future bright*

Rahabu, a Form Five student at Mchuchuma Secondary School.

2. Commemorating National & International Events



10,000

GAWE
Event Participants



883

A day of an African child
media campaign



200

Girl Agenda Forum
Participants

Commemorate Global Week Of Education (GAWE)

Global Action Week for Education (GAWE), A national event which was organized by FMF and other 15 organizations under the Tanzania Education Network/ Mitandao wa Elimu Tanzania (TEN/MET), held in the Geita region, from May 6th to 10th under the theme “Transformative Education”. The event featured a series of activities that engaged various stakeholders in the education system at the national level. The event included a peaceful walk, school-based activities, interactive learning sessions, and construction initiatives. These efforts aimed to commemorate the day by tackling existing challenges and advancing sustainable solutions.

The event successfully engaged 10,000 participants, including 6,356 females and 3,644 males, raising awareness about the transformative power of education. It highlighted the urgency of addressing critical issues such as high dropout rates, inadequate resources, and teacher shortages, paving the way for meaningful change in the education system.

Commemorate A day of an African child

During the International Day of the Girl Child, the Flaviana Matata Foundation collaborated with C-Sema and launched a media campaign to advocate for child protection, holistic upbringing, and safeguarding children’s rights. The campaign reached a total of 883 individuals, fostering meaningful conversations on these vital issues. A highlight of the campaign was a feature on TBC’s Jambo Wikiendi Show, which provided a prominent platform to delve into these topics, raise awareness, and inspire collective action. Through this initiative, the Foundation aimed to emphasize the importance of creating a nurturing and supportive environment where every child can thrive and realize their full potential.



Commemoration of International Day of the Girl Child

The 2024’s Girl Agenda Forum focused on the theme “Girls’ Leadership: Leveraging the Power of Digital Technology”, aligning with global efforts to highlight the transformative role of technology in empowering young girls. The Forum inspires and equips girls and young women to embrace leadership roles while addressing the digital gap to foster an inclusive and equitable future. The forum was commemorated with a main event on October 11th in Dodoma, which brought together 200 participants from across Tanzania, including in-school adolescent girls, university students, young women professionals, and other stakeholders. Before the main event, various satellite activities were organized by different conveners, collectively engaging 6,441 students. Additionally, FMF initiative accounted for 30% of the total reach.

The main event featured panel discussions, interactive workshops, creating a platform for girls from diverse backgrounds to discuss actionable solutions for promoting leadership. It helped participants to build confidence, inspired to take on leadership roles, and explore digital opportunities to amplify their voices and showcase their potential. The forum also addressed the challenges of closing the gender digital gap by developing strategies to ensure safe and violence-free access to digital platforms for girls and young women.

Satellite Events



1,500

Students Showcase

At the final competition event 1,500 students (800 females and 700 males) from five schools showcased their inventive ideas after two weeks of mentorship from FMF, Launchpad Tanzania, and guided by dedicated teachers. The competition was evaluated and judged by experts and Hon. Mtundi Aldo Nyamhanga, Kinondoni's District Education Officer, delivered an inspiring speech on digital education and awarded top teams. Atlas Secondary School earned first place for their Special

Smart Watch Application addressing Gender- Based Violence (GBV), receiving awards, certificates, and sponsorship to the Girl Agenda Forum Main Event. The event highlighted the combined efforts of educators and mentors in fostering innovation and equipping students with skills for future growth.

“

The hands-on experience provided, especially the support from FMF and The Launchpad Tanzania, has inspired me to pursue a career in technology.

Amina J., Makongo Juu Secondary School

As part of the 2024 Girl Agenda Forum (GAF), each convener organized a satellite event to engage communities in addressing key challenges. In collaboration with The Launchpad Tanzania, the Flaviana Matata Foundation hosted Satellite activities prior to the celebration of the International Day of the Girl Child. Centered on the theme “Girls’ Leadership: Leveraging the Power of Digital Technology,” the event focused on empowering students from our school’s clubs in Atlas, Mbezi Juu, Godwin Gondwe, Magomeni, and Makongo Juu Secondary Schools in Dar es Salaam.

The activities equipped 463 (383 female, 80 male) students with digital skills and leadership knowledge while inspiring them to develop innovative solutions for challenges in health and education. It was structured into two phases: a knowledge-sharing session to build capacity and a showcase where students demonstrated their problem-solving abilities through innovative solutions.

During the interactive learning sessions, students were introduced to digital tools, brainstorming techniques, and innovation frameworks to structure and refine creative ideas. Working in small groups, they developed tech-based solutions addressing two critical areas: enhancing access to healthcare and improving the educational environment, particularly in underserved regions. These sessions fostered teamwork, critical thinking, and problem-solving skills, empowering students to leverage technology for social impact.





“

I have seen changes with students; there is now peer-to-peer support and knowledge sharing. Additionally, parents and teachers are now reporting cases of girls being abused surrounding the school premises

Mr. Yustin William Sanga, Headmaster of Sovi Secondary School in Njombe region has observed significant positive changes among the students following the initiatives done by FMF.



“

After the training, students have been reporting that teachers are actively supportive and the school environment accessible which has empowered students to feel safe to discuss and address menstrual and reproductive health issues. This approach has significantly strengthened the program's long-term impact.

Headmaster, Kidegembye Secondary School

STRATEGIC OBJECTIVE 2

Our programs support and equip adolescent girls and young women with the knowledge and resources to manage their menstrual health and reproductive rights, fostering advocacy and creating a supportive environment for their growth. The Flaviana Matata Foundation promotes gender equality by eliminating harmful practices, advocating for girls’ rights, and implementing protective measures in schools and communities. Through policies, awareness campaigns, and advocacy, we ensure that girls and young women can access essential services without fear or barriers.

Under Objective 2, the Foundation successfully implemented the following projects:

- 01. Awareness on Menstrual Health Hygiene and Sexual Reproductive Health Program.
- 02. Afya yangu Haki yangu (My health, My Right)
- 03. Donate a Period
- 04. Commemoration of International Menstrual Health Hygiene Day
- 05. SWASH – School Water Sanitation and Hygiene Program

Through a dialogue-based approach, the program allows girls to openly discuss critical issues such as lack of access to menstrual products, stigma, inadequate sanitation facilities, gender-based violence (GBV), teen pregnancy, and early marriages. This interactive method encourages active participation, dispels myths, and fosters a deeper understanding—empowering students with the confidence to advocate for change within their schools and communities.

The program reduces health risks related to poor menstrual hygiene, enabling girls to manage their periods with dignity, leading to fewer disruptions in education, higher school attendance, and improved academic performance.

Projects were implemented in two regions: Njombe and Shinyanga. In Njombe, we reached 5,716 students (4,004 females and 1,712 males) across seven secondary schools, including Kidegembye, Sovi, Ikuna, JM Makweta, Mtwango, Itipigi, and Manyunu Secondary. In Shinyanga, similar interventions were conducted, benefiting 6,252 students across seven secondary schools, including Tinde, Mazinge, Ngokolo, Salawe, Samuye, Masekelo, and Ndala.

1. Awareness on Menstrual Health Hygiene & Sexual Reproductive Health Program



11,968
Students reached



14
Schools



2
Regions

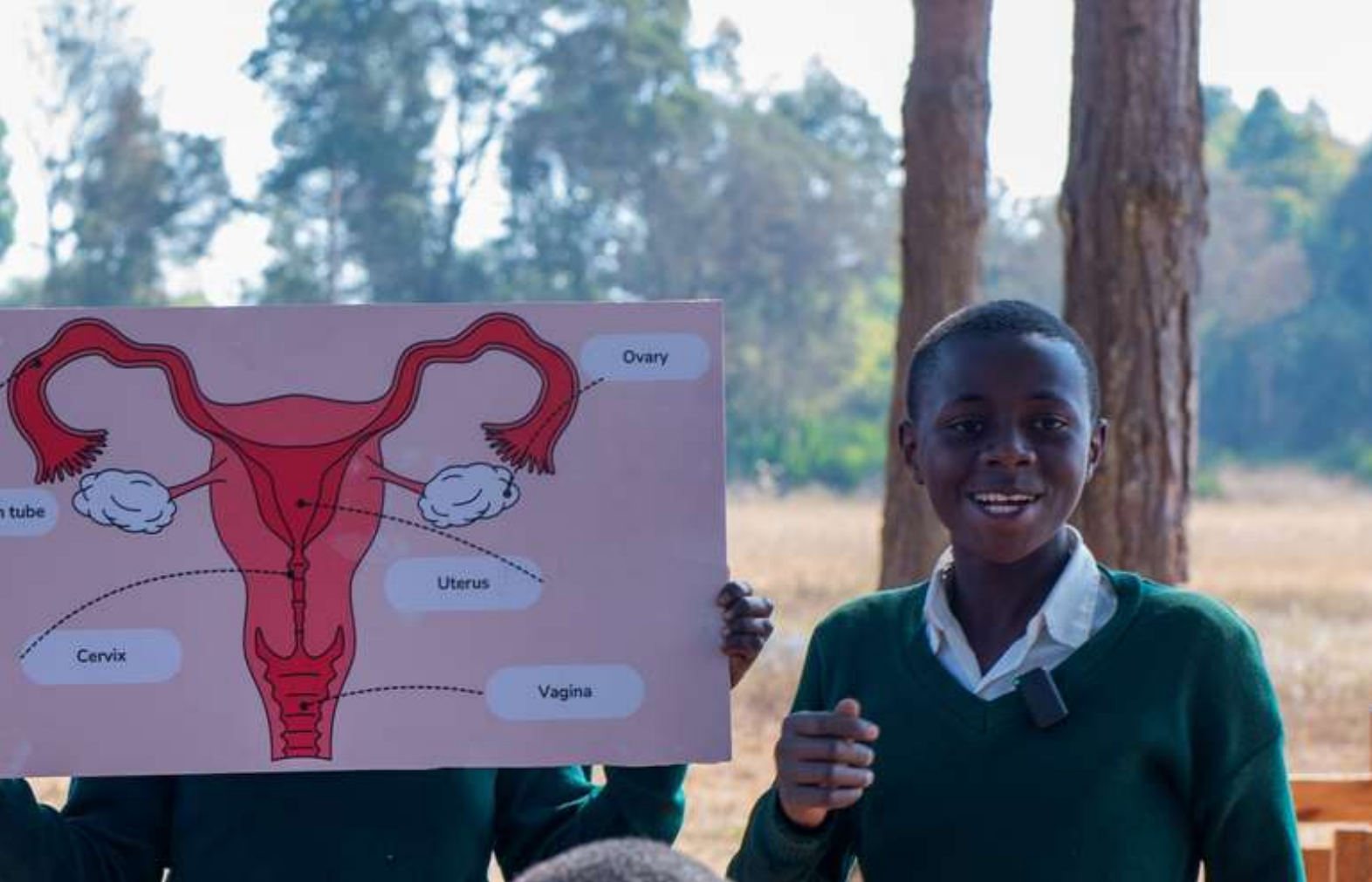
Awareness and Education

The program reached 11,968 students (7,765 girls and 4,173 boys) across 14 schools—7 in the Shinyanga region and 7 in the Njombe region. Using a center-based delivery model, the sessions were designed to enhance understanding of: MHH and SRH issues while engaging students in interactive dialogues. These sessions address common misconceptions and provide accurate information, ensuring students, teachers, and parents are well-informed. They equip participants with comprehensive knowledge and essential skills to promote safe, informed, and positive behaviors.



I have gained deeper knowledge and understanding regarding menstruation, and this has helped me as a girl. But I also recommend that the same knowledge be shared with other community members

Edina



RIKSI'S JOURNEY TO UNDERSTANDING MENSTRUATION

Riksi Goodluck, a student at Ikuna Secondary School in Njombe, had a limited understanding of menstruation. His knowledge was minimal, and he believed that menstruation was simply something dirty—a misconception common among his peers.

The Flaviana Matata Foundation conducted an awareness discussion and knowledge-sharing session at his school in February 2024. The session aimed to educate both boys and girls about menstruation, menstrual hygiene, sexual and reproductive health rights, and gender-based violence—providing an eye-opening experience for Riksi.

Through the interactive discussion, Riksi learned about the biological processes behind menstruation and its importance. He discovered that menstruation is not something to be ashamed of, but rather a sign of good health for women and girls.

Riksi's transformation was profound. The awareness not only changed his perspective but also empowered him to become an advocate for menstrual health education among his peers.

“

I now have an understanding of what a menstrual is, and I have gained knowledge that I can share with others in my community.

Riksi

24



“

I never thought there would come a day in my life when I would gain such knowledge. Today, I have learned the role I have as a male student in accessing this information and how I can support my fellow students or family members when different incidents happen at home to my mother or female siblings. I am going to be an ambassador in my community regarding these menstrual issues and educate others who thought menstruation is only for females by giving them correct information. A boy child can assist a girl child in reaching her goals.

Isaya a student at Kigembe Secondary

25

Engagement with key Stakeholders on MHH and SRH



530

Teachers



351

Parents & Guardians



149

Community Members

The program actively engaged 1,035 stakeholders, including 530 teachers, 351 parents and guardians, 149 community members, and 5 local government officials. Each stakeholder plays a specific and vital role in strengthening adolescent girls, amplifying the program's impact, and ensuring its long-term sustainability.

Teacher engagement

The project prioritized capacity-building for teachers in both Njombe and Shinyanga regions across 14 schools (in Njombe Kidegembye, Sovi, Ikuna, JM Makweta, Mtwango, Itipigi, and Manyuyu Secondary and Shinyanga, Tinde, Mazinge, Ngokolo, Salawe, Samuye, Masekelo, and Ndala Secondary). A total of 530 teachers (340 males and 190 females) were equipped with the knowledge and confidence to effectively deliver content on Menstrual Health and Hygiene (MHH), Sexual and Reproductive Health (SRH), and Gender-Based Violence (GBV) while addressing related issues within their schools.

In Shinyanga, 176 teachers from seven schools were trained on the school outreach intervention, followed by specialized capacity-building sessions for 24 selected teachers as a dedicated task force. These task forces play a pivotal role in overseeing MHH and SRH interventions, supporting student-led clubs, and addressing emerging challenges to ensure the program's sustainability. FMF also trained 330 teachers (228 male and 102 female) and three government officials (two female and one male) in seven schools in Njombe to effectively address challenges related to promoting MHH, SRH, and GBV awareness in schools. These training sessions equipped head teachers and all teachers with the skills and knowledge to support students and foster inclusive, stigma-free learning environments.

Parents and community involvement

The project actively engaged parents and community members through dialogues and outreach sessions focused on MHH, SRH, and GBV. These dialogue-based sessions were conducted in seven schools in Njombe, 351 parents and guardians were equipped with the knowledge and information to better support their children and to understand the importance of education, particularly for girls. Additionally, 149 community members (74 women and 75 men) and 3 government officers participated in community outreaches. The engagements created safe spaces for open discussions, helping to dispel myths, reduce stigma, and foster greater awareness, thereby strengthening community support for girls and promoting a more inclusive and informed environment.



“

Parent contributions to the school meals program have significantly increased compared to before. I would like to thank FMF for its commendable intervention at Samuye Secondary. Almost all parents are now contributing to the school feeding program, and students are attending class without hunger or laziness.

Deputy Headmaster Mr. Abiudi Njoka

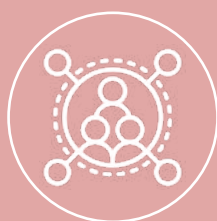
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As a teacher, I have noticed a significant improvement in parent participation following the dialogue sessions held in February and August. The number of parents attending school meetings has increased compared to previous times.

Head Teacher of Itipingi Secondary, Njombe.



Establishment of school clubs



12

School clubs revitalized



1,200

Students Engaged

To tackle the challenge of creating safe spaces for adolescents, we enhanced the capacity of existing government-established clubs within schools, providing students with a safe and supportive environment to engage and interact during school hours. As a result, 12 school clubs were revitalized— five in Dar es Salaam and seven in Shinyanga engaging a total of 1,200 students.

These restructured clubs have become vital platforms for promoting peer support and advancing the girls' agenda. They regularly host awareness activities focused on key areas such as Care Development, Mentorship, Confidence Building, and raising awareness about Menstrual Health and Hygiene (MHH), Sexual and Reproductive Health (SRH), and Gender-Based Violence (GBV). Through these initiatives, the clubs empower students to develop essential life skills and foster a culture of inclusivity and support within their school communities.

In each club, three student leaders were selected and trained, alongside teachers who provide ongoing support and oversight of the club's interventions in their respective schools. Both leaders and teachers were equipped with knowledge of interactive approaches to addressing critical issues, ensuring that the clubs are both engaging and impactful. By seamlessly integrating advocacy efforts into the school community, the clubs are laying the groundwork for sustained, positive change, while empowering adolescents to take charge of initiatives that tackle pressing challenges.

2. Afya Yangu Haki Yangu Project (My Health, My Right)

The Afya yangu, Haki yangu project is designed to address challenges that hinder adolescent girls and young women from accessing correct information and services related to Sexual Reproductive Health and use of Comprehensive Sexual Education (CSE) guidelines in the Chalinze district in Pwani Region.

In November 2024, phase one of the project successfully commenced which included sensitizing government officials and providing training for key stakeholders, such as Community Health Workers (CHWs) and Community Development Officers (CDOs). The training focused on the importance of creating friendly and accessible health facilities within their communities. It also equipped these actors with the knowledge and tools to establish supportive outreach mechanisms that effectively engage adolescents and young women to access health services.

This segment ensured that Local Government Authorities (LGAs) in the Chalinze district developed a shared understanding of the importance of accessible and responsive healthcare services. The participation of diverse stakeholders, including 3 LGAs, 6 Community Health Workers (CHWs) (3 female, 3 male), and the District Medical Officer (DMO), highlighted the collaborative nature of the project. It served as a platform for open dialogue, strengthening the partnership between the project team, CHWs, and local leadership to collectively address healthcare challenges and improve service delivery. This ongoing project will engage not only health workers but also teachers and students to ensure the knowledge is well shared and understood.



3. Donate a Period

A dedicated program that aims to empower adolescent girls from underserved communities by removing barriers to access education, particularly those related to menstrual health, reducing absenteeism and dropout rates, and enabling girls to stay on track academically with the support they need to thrive.

In 2024, the program supported 3,720 adolescent girls with monthly supplies of sanitary pads for an entire year. This intervention ensured that the girls remain comfortable and confident during their menstrual periods, eliminating the risk of missing classes due to menstruation. The program was implemented in Shinyanga, Njombe, and Dar es Salaam, showing remarkable results, including grade improvements from Division Four to Division Two. In Shinyanga, there was a notable increase in school performance, with no absenteeism reported among girls participating in the program.

The program has also been highly recommended by teachers for its positive impact on academic performance, not only for female students but for both genders, as increased competition and improved performance among girls have raised the overall standards. The program continues to be closely monitored, with significant improvements reflecting its continued demand and success in driving positive change.



“

“Before the Donate a Period program at our school, we had many cases of girls being bullied during their menstrual periods, and many girls missed classes because of this. However, I can testify that these incidents have significantly reduced.

Thanks to the support and resources provided, girls are now open to speaking about their menstruation, even asking for period products when needed. We have seen much improvement and support within the school.”

Headmaster of Masekelo Secondary School



4. The International Menstrual Hygiene Day

The Flaviana Matata Foundation collaborated with the National Menstrual Health Hygiene Coalition and the Ministry of Health to commemorate the International Menstrual Hygiene Day in Arusha by bringing together stakeholders and institutions from different parts of Tanzania.

The commemoration started with a charity walk - HEDHI SALAMA MARATHON which was conducted in Dar es Salaam a few days before the main event. The aim was to address challenges of insufficiency of knowledge on MHH, limited access to menstrual products, inadequate and inappropriate infrastructure, and lack of supportive environments that can help normalize menstruation in the country with a theme of “STANDING TOGETHER FOR FRIENDLY MENSTRUATION.” The marathon took place on the 11th of May 2024 in Dar es Salaam and the 25th of May in Arusha which reached 1150 participants. Alongside the marathon, we celebrate this day by having a series of activities in the Arusha Region;

- Visiting Kisongo prison on 26th May 2024 to create awareness on MHH issues.
- 27th May 2024 learning session at the Themis Secondary School In Arusha Municipal Council to learn about their model of change on MHH and school project on sewing reusable sanitary towels.

On the commemoration day, the event brought together a diverse group of stakeholders, working collectively to address the menstrual health challenges. The event’s guest of Honor was Deputy Minister of Health Hon. Godwin Mollel who visited the exhibition booth and later opened the ceremony with a speech, the event engaged over 2,119 students from primary and secondary schools, 741 university students, and 217 representatives from government institutions, media, and organizations. The activities fostered dialogue, education, and awareness around menstrual health and hygiene, spotlighting the critical role it plays in empowering girls and women.

5. School Water and Sanitation and Hygiene Program



1,909

Students reached



2

Schools



Implements Sustainable
Development Goal 6



We are committed to advancing adolescent girls’ education by implementing Sustainable Development Goal 6 (clean water and sanitation). We enhance school facilities under the SWASH (School Water, Sanitation, and Hygiene) program to improve access to safe and inclusive hygiene facilities in schools by building a water storage facility, renovation, and construction of latrines, incinerators, hand washing facilities, MHH rooms and special rooms for people with disabilities.

On January 29th, 2024, the Flaviana Matata Foundation handed over a SWASH facility at Manyunu Secondary School. The facility is designed to address the critical needs of students by improving hygiene infrastructure at the school, benefiting a total of 891 students. This government girls’ boarding school faced challenges with a high number of students in relation to the limited number of latrines. With the support of this project, girls can now access safe and adequate sanitation facilities.

Hon. Dr. Magreth Matoya, the Director of Special Education Needs from the Ministry of Education, Science, and Technology was a Guest of Honor, accompanied by other government officials. Hon. Dr. Matoya delivered a special address and inspected the newly constructed facility in Manyunu, marking the successful completion of the project.

A second WASH facility was completed in September at Masekelo Secondary School in the Shinyanga region and officially handed over on October 3, 2024, by the Regional Commissioner, Hon. Anamringi Macha, accompanied by the District Commissioner, the Municipal Director of Shinyanga, and other local government leaders.

The launch ceremony took place on the school grounds and featured a remarkable speech by FMF Board Member, Ms Wilhelmina Malima, emphasizing the importance of investing in the education sector, particularly in WASH facilities.

The event had the presence of FMF Executive Director, FMF staff, students, teachers, parents, guardians, media representatives, and other stakeholders.

The project impacts 1,018 students by creating a healthier, safer, and more inclusive learning environment. It addresses students’ sanitation needs through a dedicated Menstrual Hygiene Health (MHH) room, a disability-accessible toilet, and an incinerator for the safe disposal of menstrual waste, which helps mitigate environmental pollution and combat climate change. Additionally, a handwashing station with running water, supported by a Simtank, ensures sustainable hygiene practices while promoting eco-friendly waste management and environmental protection.

The Municipal Director of Shinyanga, Mr Alexius Kagunze, commended the Flaviana Matata Foundation for its unwavering commitment to supporting education. He announced a significant government pledge to renovate the old toilets at Masekelo Secondary School. This renovation will provide 424 boys with access to clean, safe, and functional latrines once the girls transition to the newly constructed facilities. This collaboration highlights the strong partnership between FMF and local government authorities in creating sustainable and inclusive solutions for educational institutions.



Sustainably: Creating Long-Lasting, Impactful Change

FMF ensures that it delivers development projects sustainably, creating long-lasting, impactful changes that benefit both current and future generations. Through advocacy efforts, FMF has demonstrated its commitment to fostering sustainable change by influencing systems and policies that create a more equitable and inclusive environment for all, especially adolescent girls. Advocacy remains a cornerstone of the Flaviana Matata Foundation's mission to address systemic challenges and create sustainable change.

In 2024, the Flaviana Matata Foundation (FMF) reinforced its role as a thought leader and key stakeholder in advancing education and gender equity through strategic advocacy and meaningful engagement at the national level. FMF's advocacy efforts catalyzed transformative results at Samuye Secondary School. The school experienced significant improvements, including the construction of additional classrooms, enabling it to transition into a high school. These developments were driven by increased school performance, coupled with the growing commitment of parents and guardians—outcomes directly tied to FMF's targeted interventions within the community. These achievements underscore FMF's dedication to creating sustainable, gender-responsive education systems while fostering collaborative partnerships to ensure every child has access to quality learning environments.

In this year, FMF has been actively advocating through the Menstrual Health and Hygiene (MHH) Coalition for the recognition of sanitary pads as essential medical devices and the removal of taxation on these products. By working alongside key stakeholders, policymakers, and civil society organizations, we have pushed for policy reforms that would make menstrual products more accessible and affordable for all girls and women.



Education Act

One of the highlights of our advocacy efforts was engaging in the three stakeholder meetings organized by the Ministry of Education and Vocational Training, which focused on the review of the Education Act, CAP 353. These high-level engagements provided FMF with opportunities to contribute to critical discussions on how to create an inclusive, equitable, and gender-sensitive education system in Tanzania. By amplifying the voices of the communities we serve, we championed the need for reforms that prioritize access to education for all, address barriers like inadequate menstrual health facilities, proper infrastructure in schools, and protect students from gender-based violence. The foundation reinforces its commitment to create an environment where girls and young women can thrive, free from discrimination and with the tools they need to achieve their fullest potential.

Global Partnership for Education

One of the critical challenges in the education sector is securing a dedicated budget to support the implementation of essential educational activities. As part of the Tanzania Education Network /Mtandao wa Elimu Tanzania, the FMF had the opportunity to participate in a key discussion led by the Ministry of Education. The conversation focused on strategies to prioritize the improvement of teacher workforce planning and management under the Global Partnership for Education.

The meeting, chaired by Hon. Atupele Mwambene, the Deputy Minister of TAMISEMI, emphasized the need to allocate resources effectively to improve the education system. This was the second-quarter meeting, which centered on the prioritization of education funding. Through this collaboration, FMF contributed to shaping discussions that aim to ensure sustainable and impactful educational reforms, while reinforcing the importance of adequate financial investment in the education sector.



Media Engagement and Reach



6,166,216

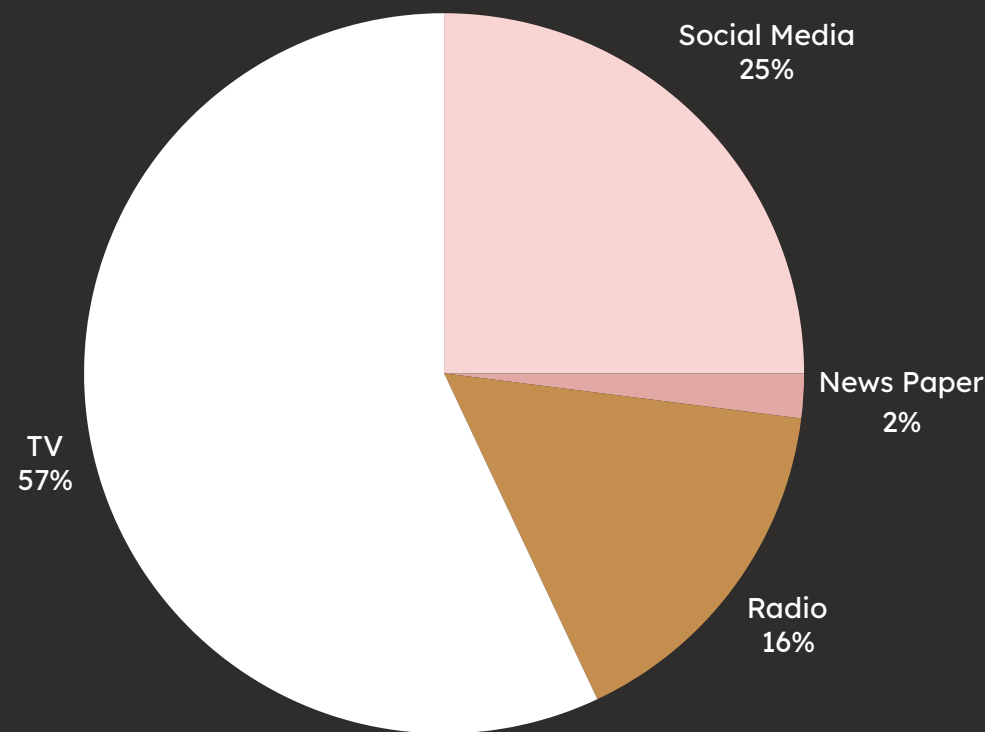
Individuals Engaged on Social Media



24,667,513

Engaged across traditional and social media

The Foundation work in 2024 shared across the country and beyond, showcasing our achievements, impact stories and informing the audience on events we hold and commemorate. Successfully FMF has engaged 6,166,216 individuals through our Social media platforms (YouTube, Instagram, LinkedIn and X), While on other medias our content reached 24,667,513 viewers, listeners and readers across Radio and TV sessions, Newspapers and Sociamedia throughout the year in and out of the country.



In 2024, FMF strategically engaged multiple media platforms to amplify awareness and advocacy on key issues that face adolescent’s girls in the community, reaching over 20 million people across Tanzania. A significant focus was placed on Menstrual Health Management (MHM), with FMF airing a live radio broadcast on Kings FM (342,615 reach) in Njombe. The session aimed to educate adolescent girls on menstrual health and hygiene while dismantling deep-rooted taboos that often silence discussions on menstruation. Additionally, FMF content on Menstrual Hygiene Day commemoration in Arusha was featured on ITV, Star TV, Wasafi Media, and Habari Leo newspaper reaching over 4.6 million people, further fostering community awareness on MHM. These efforts played a crucial role in breaking stigmas and advocating for improved menstrual health resources for girls across Tanzania.



STRATEGIC OBJECTIVE 3

Organization Capacity

The Foundation is committed to sustainably implementing development projects, and ensuring long-term impact while simultaneously strengthening its organizational systems and operations across all departments. FMF ensures that its projects are not only impactful but also resilient and scalable, creating a solid foundation for future growth and continued service to the community.

The Foundation has achieved significant milestones in 2024, demonstrating a steadfast commitment to sustainability, efficiency, and excellence across all departments. This year, the organization actively engaged with like-minded organizations, embassies, government officials, ministries, schools, community leaders, health workers, and other stakeholders. These engagements included participation in training sessions, meetings, workshops, and events, fostering meaningful collaborations and partnerships to drive its mission forward.

Operations Highlights

The Foundation has achieved significant milestones in its operations this year, reflecting a commitment to sustainability, efficiency, and excellence across all departments.

The FMF Board continues to play a vital role in guiding and supporting the Foundation to ensure it upholds its charitable objectives, adheres to its core values, and operates within legal and regulatory frameworks.

In 2024, the Foundation prioritized strengthening its operational framework to enhance efficiency, ensure compliance, and drive sustainable development outcomes. By focusing on refining internal processes and leveraging innovative approaches, the organization has established a solid foundation to support its programs and maximize impact.



FMF ensures that its projects are not only impactful but also resilient and scalable, creating a solid foundation for future growth and continued service to the community.

ACHIEVEMENTS

FMF’s 2024 achievements reflect a commitment to creating sustainable, transformative change in education, health, and gender equity. These results highlight the power of targeted interventions, collaboration, and community-driven solutions in fostering meaningful and lasting impact. Achievements includes;




34
Scholarships

Expanded educational support and academic excellence. FMF provided financial assistance to 34 scholars, surpassing the initial target by 140%. This support covered school fees, supplies, and monthly allowances, ensuring both new and continuing students could pursue their education without financial barriers. Additionally, three scholars graduated with Division One honors, a testament to the success of FMF’s mentorship support provided.



530
Teachers



351
Parents & Guardians




149
Community Members

Strengthened community and institutional partnerships. To enhance project sustainability, FMF strengthened collaborations with CHWs, LGAs, and local stakeholders, building a robust support network. Furthermore, 530 teachers and 5 government officials were trained to sustain program outcomes, while 351 parents and 149 community members participated in dialogue sessions to foster community support for girls’ education.



12
School-based Clubs



1,200
Students Engaged

Enhanced inclusivity and student leadership. FMF established 12 school-based clubs in Shinyanga and Dar es Salaam, engaging 1,200 students to champion menstrual health, SRH, and GBV awareness. These clubs also hosted school competitions to promote tech education and innovation, empowering students to take an active role in their learning environments.

Improved menstrual health and school attendance. The organization improved access to menstrual products for adolescent girls, reducing health risks and ensuring uninterrupted school attendance. Additionally, better sanitation facilities were introduced, particularly benefiting girls in Salawe, Mazinge, Kidegembye, and Samuye Secondary Schools, where improved hygiene conditions have significantly reduced absenteeism.

Secured additional support for higher education. FMF established a partnership with the Higher Education Loans Board Tanzania, expanding financial support opportunities for university students in its scholarship program. This collaboration allows FMF to invest to more other girls in need.

FMF’s efforts in community engagement and advocacy have led to a significant improvement in parental participation in school activities. Through dialogue sessions held, parents were encouraged to take an active role in their children’s education. As a result, teachers have observed a notable increase in the number of parents attending school meetings, compared to previous years.

We have observed a remarkable increase in parental contributions to the school meals program at Samuye Secondary School. Prior to FMF’s intervention, participation in the feeding program was low, leading to students attending classes on empty stomachs, which affected their concentration and overall academic performance. FMF successfully mobilized parents to recognize the importance of school meals in improving students’ well-being and learning outcomes. As a result, parental contributions have significantly increased, ensuring that more students have access to regular and nutritious meals at school.





IMPROVED ACADEMIC PERFORMANCE

For three years, the Flaviana Matata Foundation (FMF) has actively engaged with Samuye Secondary School to improve its learning environment, student performance, and overall school infrastructure. When we first began our interventions in 2020, the school faced significant challenges—no students achieved Division One results in 2020 or 2021, largely due to a lack of adequate infrastructure, limited awareness of the importance of education, and gaps in menstrual health and sexual reproductive health (SRH) education. Additionally, poor collaboration between teachers and students further hindered academic progress.

Between 2022 and 2024, FMF implemented targeted training programs for students, teachers, and parents, raising awareness about the value of education, menstrual health hygiene, and SRH. This intervention fostered greater community support, leading parents to contribute to school feeding programs and teachers to offer remedial classes—both of which significantly improved student engagement and performance.

A major barrier to school attendance, particularly for adolescent girls, was the lack of sanitation facilities, with only three latrines serving the entire school. Through advocacy meetings with local government authorities, FMF successfully lobbied for the construction of additional latrines, ensuring better hygiene and a more supportive learning environment.

As a result of these combined efforts, Samuye Secondary School has seen remarkable progress: In its district rankings, the school improved to the 6th position; The first Division One result was recorded; 11 students achieved Division Two results; No student received a Division Zero, marking a significant academic improvement; Due to this success, Samuye is now transitioning to a High School, further expanding educational opportunities for students in Shinyanga District.

This transformation highlights the power of strategic interventions, community engagement, and infrastructure development in improving educational outcomes and creating a sustainable impact on students' futures.

CHALLENGES

Throughout 2024, FMF encountered several challenges that impacted the implementation and efficiency of its programs.

1

Despite extensive awareness-raising efforts, deeply entrenched cultural norms and misconceptions surrounding menstruation, sexual and reproductive health (SRH), and gender-based violence (GBV) continued to hinder open dialogue. Resistance from certain community members and stakeholders made it challenging to foster inclusive discussions and behavioral change.

2

Remote locations of targeted communities in Njombe, combined with adverse weather conditions such as heavy rains and extreme cold, created logistical barriers. These factors delayed the delivery of essential project materials and impacted participation rates among key stakeholders, including students, parents, and educators.

3

Project activities coincided with critical agricultural seasons, including planting and harvest periods, limiting the availability of parents and community members for engagement. This overlap reduced participation in key awareness and training sessions, affecting the overall reach and impact of the program.

4

A significant number of adolescent girls continued to rely on ineffective menstrual management methods, such as improvised cotton cloths, due to insufficient access to sanitary products. This lack of resources negatively impacted their school attendance, confidence, and overall well-being. Additionally, inadequate sanitation facilities, including a shortage of latrines and WASH infrastructure in schools, further compromised the learning environment and delayed efforts to establish hygienic and supportive conditions for students.

LEARNINGS

Despite these challenges, FMF gained valuable insights in 2024 to improve program delivery and support organizational growth in the future. Learnings include:

1. Building trust and facilitating open dialogue require sustained efforts and culturally sensitive approaches. We have learned that involving a diverse range of stakeholders—including parents, teachers, community leaders, and local influencers—is essential for fostering broad-based support and ensuring project sustainability. Tailored engagement strategies help to address deeply ingrained norms, creating more inclusive discussions on menstrual health, sexual and reproductive health (SRH), and gender-based violence (GBV). Additionally, regular refresher trainings and peer-support networks are crucial in reinforcing knowledge and sustaining the skills acquired by beneficiaries.
2. The high demand for menstrual health products underscores the need for sustained funding and strategic partnerships to ensure a consistent supply. We have recognized the importance of exploring local, cost-effective, and sustainable solutions to improve menstrual health management. Strengthening collaborations with government agencies, private sector partners, and community organizations will enhance resource mobilization and long-term impact.
3. Sustainable change takes time, particularly when addressing deeply rooted cultural stigmas surrounding menstrual health and gender equality. Ongoing engagement with parents, community leaders, and influential figures is critical in shaping attitudes, dismantling harmful taboos, and fostering a supportive environment for girls' education and well-being. Multi-stakeholder involvement ensures that positive behavioral shifts are reinforced and sustained over time.
4. Regular performance evaluations and targeted capacity-building initiatives are essential for optimizing program effectiveness. Continuous learning opportunities for staff and stakeholders enhance productivity, strengthen program delivery, and promote a culture of innovation and adaptability. Investing in robust monitoring and evaluation frameworks ensures that interventions remain responsive to community needs and achieve measurable impact.

Sustainable change demands time, trust, and collaboration — by embracing inclusive dialogue, local solutions, and continuous learning, FMF is breaking barriers and building a future where every girl can thrive with dignity and opportunity.”

CONCLUSION

The Flaviana Matata Foundation (FMF) has made significant strides this year in advancing education, menstrual health and hygiene (MHH), sexual and reproductive health (SRH), and addressing gender-based violence (GBV) in Tanzania. By engaging a diverse range of stakeholders—including teachers, government officials, parents, and community members—the foundation has strengthened support systems and empowered adolescents and young women to lead change within their schools and communities. The establishment of school-based clubs, comprehensive training programs, and community outreach initiatives help create sustainable platforms for advocacy, learning, and support.

While the achievements outlined in this report reflect meaningful progress, the journey toward lasting impact continues. Challenges such as the need for more extensive teacher training, sustained community engagement, and addressing deep-rooted cultural norms require ongoing efforts. FMF remains committed to addressing these challenges and scaling its impact in alignment with Tanzania's national development goals and global objectives.

RECOMMENDATIONS

1. Expand training programs. Introduce regular refresher courses and peer-support networks for teachers and government officials to strengthen their capacity in delivering MHH, SRH, and GBV education.
2. Enhance community engagement. Increase outreach activities targeting parents and community leaders to further reduce stigma, dispel myths, and foster a supportive environment for adolescents and young women. Strengthen Monitoring and Evaluation. Develop a robust system to track the long-term impact of interventions, ensuring programs remain effective and responsive to evolving needs.
3. Increase resource allocation. Mobilize additional resources to expand school-based clubs, provide learning materials, and support innovative projects led by students.
4. Foster partnerships. Build more collaborations with local and international organizations to leverage expertise, funding, and best practices for greater scalability and sustainability.
5. To ensure the sustainability and scalability of such impactful initiatives, FMF recommends increased unrestricted funding to support the implementation of its strategic plan. Flexible funding will allow the organization to respond to emerging needs, strengthen operational capacity, and enhance program effectiveness.



DEVELOPMENT PARTNERS



MEDIA PARTNERS



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