



**T-MARC TANZANIA**

Tanzania Marketing and Communications

Serving Communities, Improving Lives

**ANNUAL  
PERFORMANCE  
REPORT  
2018**









# Acronyms & Abbreviations

## Abbreviations Meaning

ADDOs	Accredited Drug Dispensing Outlets
AGM	Annual General Meeting
BOD	Board of Directors
CYP	Couple Years of Protection
DALY	Disability Adjusted Life Year
DHS	Demographic Health Survey
EFD	Electronic Fiscal Device
ERP	Enterprise Resource Platform (Microsoft)
FBO	Faith Based Organization
FMCG	Fast Moving Consumer Goods
FP	FP Family Planning
GOT	Government of Tanzania
HIV	Human Immunodeficiency Syndrome
IEC	Information, Education, Communication
IPC	Interpersonal Communication
LGA	Local Government Authority
M&E	Monitoring and Evaluation
MER	Monitoring Evaluation and Research
MFPM	Modern Family Planning Methods
MoHCDGEC	Ministry of Health, Community Development, Gender, Elderly and Children
NACP	National AIDS Control Program
OCP	Oral Contraceptive Pill
PEPFAR	President's Emergency Plan For AIDS Relief
PRRR	Pink Ribbon Red Ribbon
PSI	Population Service International
QA/QI	Quality Assurance/Quality Improvement
SBCC	Social and Behavior Change Communication
SFA	Sales Force Automation
STI	Sexually Transmitted Infection
TACAIDS	Tanzania Commission for AIDS
THMIS	Tanzania HIV and Malaria Indicator Survey
TMA	Total Market Approach
TSMP	Tanzania Social Marketing Program
TZS	Tanzania Shillings
USAID	United States Agency for International Development
USG	United States Government

# Contents

Acronyms & Abbreviations .....	01
About T-MARC Tanzania .....	03
T-MARC Tanzania Board of Directors .....	04
Message From The Board Chairperson .....	05
Message From Managing Director .....	06
USAID Social Enterprise Support Activity (USESAs) .....	07
USAID Tulonga Afya .....	12
"Hakuna Wasichoweza Girls Empowerment" Project .....	14
"Badilisha Tabia, Tokomeza Malaria" Project .....	18
Financial Statements .....	20
Partners .....	25



# About T-MARC Tanzania

**C**ommitted to serving the health needs of Tanzania's underserved and most vulnerable populations, T-MARC is a fully independent and locally managed nongovernmental organization (NGO) specializing in social marketing and behaviour change communication. Proud of its status

as one of Tanzania's largest NGOs governed and managed solely by Tanzanians. T-MARC employs bold and dynamic approaches to expanding access to health products as well as informing and changing health behaviours. T-MARC works in a wide range of health areas, including HIV/AIDS, Reproductive Health and Family Planning,

Cervical Cancer, Malaria, Nutrition, Water, Sanitation and Hygiene.

Over the years, T-MARC has maintained its core focus on social marketing and social behaviour change communication and has expanded beyond HIV/AIDS and Family Planning. Current expertise includes:

- Evidence-based Social Behaviour Change Communication (SBCC) including campaign design and implementation, mass media, social media, community-based mobilization, and interpersonal communication.
- Product design including branding, positioning, procurement, and packaging.
- Sales and distribution including knowledge of commercial distribution channels, sales and credit procedures, warehousing, and training of distributors and field force.
- Target audience research (both qualitative and quantitative) for product marketing and SBCC.

## Mission

T-MARC Tanzania's Mission is to contribute to the well-being of Tanzanians by and engaging in effective charitable activities and

diverse partnerships among multiple players in providing education and public health support, whereby everyone has

access to affordable, quality products and services and the information needed to live a better life.

## Vision

T-MARC Tanzania is committed to becoming a leader in creating sustainable solutions by utilizing the Organisation's Four P's Approach:

- People:** Reaching out to all Tanzanians with special focus on the under-served and most-in-need groups in society, while promoting continued growth in staff expertise;
- Partnerships:** Promoting new collaborations with partners from the public, private and non-profit sector and working with a diverse group of donors throughout Tanzania;
- Portfolio:** Managing a diverse set of charitable projects that advance the field of social marketing and communications for the benefit of Tanzanians; and
- Place:** Facilitating the Organisation's reach throughout Tanzania with extensive knowledge of the Country and areas where the most-at-risk groups in society reside; using innovative technologies to produce research data linked to locations to improve results.

## Core Values

T-MARC Tanzania holds itself to the highest levels/standards of integrity and has a strong commitment to the following Core Values-

- Leadership:** T-MARC Tanzania strives for top results in the charitable initiatives it undertakes, stepping forward with innovative ideas, bringing together new partners and staying on the cutting edge of innovations in social marketing for public use to minimize health problems to the under-served and most-in-need groups in the society;
- Partnership:** T-MARC Tanzania is part of a larger team, working with stakeholders, government donors, collaborating agencies and others to combine resources, strengths and skills to achieve desired success;
- Accountability:** T-MARC Tanzania is a charitable Organisation committed to achieving the highest levels/standards of transparency and ethics in all financial, management and partnership activities undertaken by holding itself accountable to donors, partners and beneficiaries of its programmes;
- Passion:** Staff at T-MARC Tanzania maintains personal and professional enthusiasm for their charitable work and are driven by a sense of purpose and a desire to do all that they can to help improve the social conditions of Tanzanian families and society in general; and (v) **Respect:** T-Marc Tanzania puts first respect for the people in Tanzania, revering diversity, valuing strengths and skills and working collaboratively with the beneficiaries of its services, products and programmes.

## Objectives

The primary objectives of T-MARC Tanzania are to ensure charitable, cost-effective marketing and distribution of health products;

promoting broadbased communication initiatives; establishing and strengthening partnerships and collaborating

with other agencies in public health activities in line with its Mission, Vision and Core Values.

# T-MARC Tanzania Board of Directors



**Mr. Charles G. Singili**  
**Board Chairperson**

Managing Director,  
TIB Development  
Bank



**Mr. Tumaini R. M. Kimasa**  
**Secretary to the Board**

Managing Director,  
T-MARC Tanzania



**Mr. Alex Mgongolwa**  
**Board Vice Chairperson**

Managing Director for  
Excellent Attorneys



**Mr. Heri Bomani**  
**Board Member**

Founder and Managing  
Director for Pangani  
Group



**Ms. Aida Nanguma Kiangi**  
**Board Member**

Manager (East Africa) for  
Wind Lab Systems



**Ms. Athanasia A. Soka**  
**Board Member**

Independent legal consultant  
and an advocate



**Ms. Awaichi B. Mawalla**  
**Board Member**

Director of Marketing for  
the Tanzania Cigarette  
Company Ltd



**Dr. Bennett Fimbo**  
**Board Member**

Public Health  
Specialist



**Dr. Mohammed Ally**  
**Board Member**

Director of Health Quality  
Assurance Ministry of  
Health and Social  
Welfare.



**Ms. Joyce Mhavile**  
**Board Member**

Managing Director of  
Independent Television Ltd.,  
Capital Television, Radio One and  
Capital One owned by  
IPP Limited.



**Ms. Halima Mwinyi**  
**Director of Programs**  
**T-MARC**

Staff Representative.



# MESSAGE FROM

## The Board Chairperson

// The year has been one of strengthening and maintaining existing relationships and forging new ones in order to achieve our mission. //



**T**he year has been one of strengthening and maintaining existing relationships and forging new ones in order to achieve our mission. That is to contribute to the well being of Tanzanians in providing education and public health support, accessing affordable, quality products and services and the information needed to live a better life.

A handwritten signature in blue ink, appearing to read 'C. Singili'.

**Charles G. Singili**  
Board Chairperson

This has been particularly true with both government and donors revising priorities in order to improve efficiencies of their programs. As it adapts to this new working environment, T-MARC has also taken measures to ensure compliance to statutory obligations a process which requires review of the constitution, policies and procedures.

On behalf of the Board of Directors, I would like to thank all partners and stakeholders in their support of our strategic plan, and ensuring that we are on track with our mission.

# MESSAGE FROM

## Managing Director



**It was encouraging to see early signs of increased health impact through improved strategies-**

**M**

2018, my first year as the Managing Director of T-MARC Tanzania, was full of learning with unconditional

support from the Board of Directors and the Management team. Aiming to increase health impact and financial sustainability of T-MARC, we used a combination of social behavioural change and social enterprise approaches, to redesign its product basket, improve sales coverage as well as sales performance and efficiency, and simultaneously intensify demand for behaviour change.

**It was encouraging to see early signs of increased health impact through improved strategies-**

- Unprecedented increase (176%) in DALYs from condom and oral contraceptive (OC) sales in 2018 compared to 2017
- Resumption of OC sales with 55,300 Couple Year Protection (CYP)
- 20,400 Unintended pregnancies averted
- Scaling up of sales coverage in two regions of Shinyanga and Ruvuma from 15 regions in addition to 15 regions of Tanzania mainland.

**Increased accent on business and partnership development in addition to growth in program income helped T-MARC make bold steps towards achieving its sustainability goals -**

- Extension of Vodacom Tanzania support for the "Hakuna Wasichoweza" Girls Empowerment Project in Lindi region for another year

- Award of a new 24-month funding for the "Badilisha Tabia, Tokomeza Malaria" Project in Shinyanga and Simiyu regions by Comic Relief
- Exposure to the policy makers and stakeholders including the Parliamentary Committee for HIV Affairs, Tanzania National Coordinating Mechanism (TNCM) for the Global Fund for AIDs, TB and Malaria, several Technical Working Groups (TWGs) of the Ministry of Health, Community Development, Gender, Elderly and Children (MoHCDGEC), and the President's Office- Regional Administration and Local Government (PO-RALG).

**Increased institutional leadership and management capacity led to improved handling of technical, organizational and financial resources for scaling up operations and performance further:-**

- Revamping marketing mix for the existing products to ensure 100% or more cost recovery
- Addition of Zinnia F Oral Contraceptive, Revoke 72 and Revoke 1.5 Emergency Contraceptive Pills through partnership with the global pharmaceutical giant, Mylan Laboratories India
- Designing of a new product mix to balance Tanzania's health needs with T-MARC's commercial viability and enhance its long term sustainability in consultation with the USAID funded Strengthening Health for Private Sector (SHOPS Plus) project

- Efficient management of existing projects namely USESA and USAID Tulonge Afya including closure of a PEPFAR funded project on HIV testing for truck drivers in Tunduma Municipality in Songwe region

- Effective management of T-MARC operations to ensure improved functional integration, staff alignment across projects, successful completion of the annual financial audit and other compliances for the year 2017 – together contributing to achievement of organizational goals.

Alongside these successes, there were challenges too. Among many, the ones that affected organizational sustainability the most were increased commodity costs and prolonged delays in commodity registration and procurement, which postponed timely price revisions and thus achievement of desired product cost recovery rates. I am glad that T-MARC was able to address these issues and ensure such challenges are not repeated in future. That said the learning and the experience strengthened our belief, courage and confidence in pursuing with the core agendas more aggressively in future.

Mere words would be grossly inadequate to express my thanks and gratitude to all staff, partners and stakeholders for contributing to T-MARC's achievements in 2018. I look forward to a promising 2019.

Sincerely,

**Tumaini R. M. Kimasa**

Managing Director



# USAID Social Enterprise Support Activity (USES A)

Mimi ninatumia Flexi P  
kutimiza ndoto yangu.  
Wewe je?



Tanzania is experiencing a generalised HIV epidemic with a national prevalence of 4.9% Tanzania HIV Impact Survey (THIS 2016-17), low contraceptive use of 38% amongst married women, and 54% sexually active unmarried women (TDHS/MIS 2015-16) and a large unmet need for family planning. According to WHO, UNFPA and UNAIDS, condom programming has

shown to be one of the most effective and sustainable prevention methods for HIV/AIDS, STIs and unintended pregnancies. Additionally, provision of Oral Contraceptive Methods (OCs) through social marketing is an important means for ensuring women have access to modern family planning methods when they need them.



USES A aims to improve the health status and sustain economic growth in Tanzania by preventing the spread of disease (particularly HIV/AIDS) and unwanted pregnancies through the attainment of the following objectives

- **Increase the supply and Sales of Dume Condoms and Flexi P OCPs to target willing and able to pay for these products.**
- **Increase the effective demand among target consumer groups for Dume and Flexi P products.**
- **Transition T-MARC's health products (Dume and Flexi P) marketing from grant dependence to a self-sustaining social enterprise.**

USES A adopts social enterprise approaches and tools to transition Dume and Flexi P products to full cost recovery and ensure their sustainability without donor support by 2019. The project targets middle-income audiences with ability to pay for the full commercial value of the products. T-MARC works collaboratively with other market players to segment the condom and OCP markets in a manner that increases the user base for these products to achieve market growth. USESA works with private sector distributors on a win-win basis to expand accessibility of Dume and Flexi P in urban centers.

## Achievements

In 2018, T-MARC continued to expand sales activities in five additional regions of Kilimanjaro, Rukwa, Shinyanga, Tabora, and Ruvuma. Six new Regional Distributors (RDs) were recruited from these regions. The RDs included 3 FMCG and 3

Pharmaceutical based distributors. In total T-MARC products are now being distributed across 13 regions of the Tanzania mainland through 46 active RDs. The aim is to improve supply and geographical penetration for Dume male condoms and Flexi P Oral

Contraceptive Pills (OCs) with minimum on the ground support from T-MARC's Sales Representatives (SRs). Other activities to improve Dume and Flexi P's market penetration included trade marketing activities and linkages between wholesalers and retailers.

T-MARC piloted a hybrid distribution model for Dume condoms in Dar es Salaam using an outsourced established distribution company. The pilot achieved 159,336 condoms which represent 31% against the

target of 511,218 for the project period. The hybrid distribution model showed low outcome compared to the expected results.

### **T-MARC expanded its sales activities covering**

T-MARC through its SRs continued to link wholesalers to regional distributors to improve product coverage. A more structured linkage between RDs and wholesalers was also piloted in Mbeya through a selected FMCG RD. T-MARC's SRs in Mbeya linked the RD with wholesalers in Mbeya city, Chunya, Tukuyu, and Kyela towns. The pilot program has shown good sales results in Mbeya city in general. After seeing positive sales trend in this region, T-MARC engaged one RD in Dodoma to replicate the same distribution model but also essential ground work to scale up the Mbeya learning to other regions in Mwanza, Arusha, and Kilimanjaro in FY19.

### **This sales achievement for the year was largely attributed to:**

- Improved brand awareness for Dume line extension products through radio, billboards advertisements, sales blitz uplifting, trade activations and consumer sampling.
- Dume line extension volume based incentive scheme implemented for regional distributors to encourage stocking and refill trade pipelines.
- Expansion of sales activities to addition regions through the implementation of targeted sales and RD engagements with limited on ground sales support from SRs.

### **Support for uptake of brand Dume among its target audience.**

In FY18, USESA launched its first communication campaign to support brand Dume, particularly, the line extensions. Specifically, the project implemented a mass media campaign, social media activities and interpersonal Dume line extension products sampling activities.

### **Implementation of Dume line extension campaign through radio and billboards.**

The project used radio consumption data to identify the

most appropriate stations and programs with high target audience listenership across the project's high volume regions. Based on this analysis one national radio station and four regional stations were selected as follows:

**Clouds FM (National)**  
**EFM (Dar es Salaam)**  
**Sunrise FM (Arusha)**  
**Jembe FM(Mwanza)**  
**Generation FM (Mbeya)**

Overall the campaign aired more than 3,400 radio spots and 1,200 presenter brand mentions and talks through the above stations during high target audience listenership programs including drive times, sports and music programs.

Additionally, to support the radio campaign, visually, USESA also flighted 5 Dume line extensions larger than life outdoor billboards for period of five months across the same regions mentioned above.

The evaluation of the campaign through IPSOS' Omnibus survey 2018 has shown very positive reach and recall ratings for the above campaign with nearly 4M people reporting to have heard Dume condom's advertisement within the last six months (surpassing our reach target by 24%); of whom over 1.6 M could recall the campaign messages.

### **Leveraging the use of celebrities on social media to engage with Dume's target audience.**

The project recruited five celebrity influencers to promote brand Dume on social media. The project developed and implemented a social media strategy consisting of Dume sponsored short video clips to engage with Dume's target audience through the social media platform. The video content named "Mtazamo" engaged with target audience by way of debate on condom use. Hosted by celebrity influencers, AY and Idris Sultan, the Mtazamo

clips were posted on a biweekly basis on Facebook and Instagram and the video content was used to generate discussions around condom use. Topics that have were discussed through the video clips included: Myths and misconception around condom use, role of sex education in prevention of STIs, HIV and unwanted pregnancies, who is responsible for buying condoms, condom attributes preferences etc.

The campaign reached over 400,000 people with an engagement rate (i.e. people engaging with the posted content through reposts, likes and comments) of approx.25%.

### **Support line extension promotion at community and interpersonal level through product sampling campaign.**

To support Dume line extensions at an interpersonal level, USESA implemented a product sampling campaign in higher learning institutions and bars. The project also leveraged various public events including the Nyama Choma festival, University's fresher's party, EFM Nje/Ndani events, World AIDS Day (WAD), HIV advocacy activities with parliamentarians and during the Dodoma builders Expo. These activities collectively reached over 100,000 people in Dar es Salaam, Mwanza, Arusha, Mbeya and Dodoma.

Through the sampling activities Dume's target audience were able to interact with Dume line extension products through touch, smell and condom usage demonstration. Over 300,000 Dume line extensions products were distributed for free on a sampling basis to raise awareness; and induce trials and referrals.

USESA also worked with USAID Tulonga Afya to promote Dume and condom use in general during the Test and Treat "Furaha Yangu" activities, targeted at the men.



### Repositioning Flexi P

Flexi P sales and distribution activities resumed in quarter two of this year. USESA limited Flexi P brand promotion only at trade level through product detailing activities in pharmacy and Accredited Drug Dispensing Outlets (ADDOs) and Point of Sale (POS) material placements in the same outlets.

Given that pharmacies and ADDOs are not only a point of access for Flexi P products but also an important point of information about the product, USESA implemented product detailing activities at trade level,

targeting pharmacy and ADDO attendants to ensure that they are well engaged on pack changes and alleviate possible fears among their customers on the authenticity of the new look Flexi P. Detailing activities were implanted across nine regions of Dar es Salaam, Arusha, Manayara, Kilimanjaro, Mbeya, Songwe, Mwanza, Geita and Morogoro. The campaign reached a total of 1,477 ADDO and pharmacy attendants across the nine regions.

Flexi P sponsored family planning education sessions were

implemented during public events in FY18 including the Dodoma Expo and the International day of youth. Collectively, these activities reached a total of 118 women through small group sessions and over 700 people through product exhibition activities.

T-MARC has contributed towards USAID Tulonge Afya's development process of communication material for family planning for the youth to ensure usage barriers for OCPs are addressed through generic communication packages.

## PRODUCT SALES

### Dume Condoms

In 2018, total of 10,707,675 condoms was sold. This represents a substantial volume growth of 38% on last year's achievement where 7,771,248 condoms were sold. Despite the stock out

challenges experienced in the last quarter of the year, sales increase was mainly attributed to geographical market expansion of sales activities and various trade promotions conducted during the year.

### FlexiP Oral Contraceptives

This year, 921,744 cycles were sold following over one year of stock out for the brand. Various trade market

activations were conducted to drive sales, increase product awareness, coverage and penetration.

## HEALTH IMPACT ACHIEVEMENTS

Overall, great achievements have been attained on preventing disease such as HIV/AIDS and unwanted pregnancies when compared to last year 2017. The above increase in sales for Dume condoms and FlexiP OCPs, have resulted into substantial increase in the effectiveness of T-MARC sales activities on health impacts.

These area as reflected in the calculated key international measurements of health impact- the Couple Years of Protection (CYP), Disability Adjusted Life Years (DALYs) and the number of averted pregnancies.

condoms  
sold In 2018

10,707,675 

cycles  
sold In 2018

921,744 

The overall DALYs  
have increased by

78%

from  
74,968  
in 2017 to

132,125  
in 2018.



On the other  
hand, CYP have  
increased

from  
73,206  
in 2017 to

150,682  
in 2018.



The general down trend performance in quarter four of 2018 is mainly attributed to Dume condom stock out and overstocking of FlexiP by our regional distributors in the previous quarters. Graphs below indicates the achievements trends on health impacts as represented by CYP and DALYS for 2018 and 2017.

#### PRODUCT SALE FOR: JANUARY- DECEMBER 2018

PERIOD	Q1	Q2	Q3	Q4	TOTAL 2018
CLASSIC	908,064	474,459	2,871,504	151,632	4,405,659
DESIRE	752,544	1,438,992	983,232	46,656	3,221,424
EXREME	1,043,712	2,036,016	864	-	3,080,592
<b>SALES</b>	<b>2,704,320</b>	<b>3,949,467</b>	<b>3,855,600</b>	<b>198,288</b>	<b>10,707,675</b>
FLEXI P	320,832	105,552	151,488	343,872	921,744

#### PRODUCT SALE FOR: JANUARY- DECEMBER 2017

PERIOD	Q1	Q2	Q3	Q4	TOTAL 2017
CLASSIC	1,386,720	2,112,912	3,894,048	377,568	7,771,248
DESIRE	57,888	5,184	108,432	275,184	446,688
EXREME	82,944	10,800	207,792	261,792	563,328
<b>TOTAL</b>	<b>1,527,552</b>	<b>2,128,896</b>	<b>4,210,272</b>	<b>914,544</b>	<b>8,781,264</b>
FLEXI P	432	-	-	-	432

#### Condoms 2018

Quarters	DALYs
Q1	20,773
Q2	30,338
Q3	29,617
Q4	1,523
<b>Total</b>	<b>82,251</b>

#### Flexi P 2018

	DALYs	CYPs	Unitended pregnancies averted
Q1	12,761	19,250	7,108
Q2	4,198	6,333	2,338
Q3	6,025	9,089	3,356
Q4	13,677	20,632	7,618
<b>Total</b>	<b>36,661</b>	<b>55,304</b>	<b>20,420</b>

#### Total

	DALYs	CYPs	Unitended pregnancies averted
Q1	33,534	19,250	7,108
Q2	34,536	6,333	2,338
Q3	35,642	9,089	3,356
Q4	15,200	20,632	7,618
<b>Total</b>	<b>118,912</b>	<b>55,304</b>	<b>20,420</b>

#### Condoms 2017

Quarters	DALYs
Q1	11,734
Q2	16,353
Q3	32,341
Q4	7,025
<b>Total</b>	<b>67,453</b>

#### Flexi P 2017

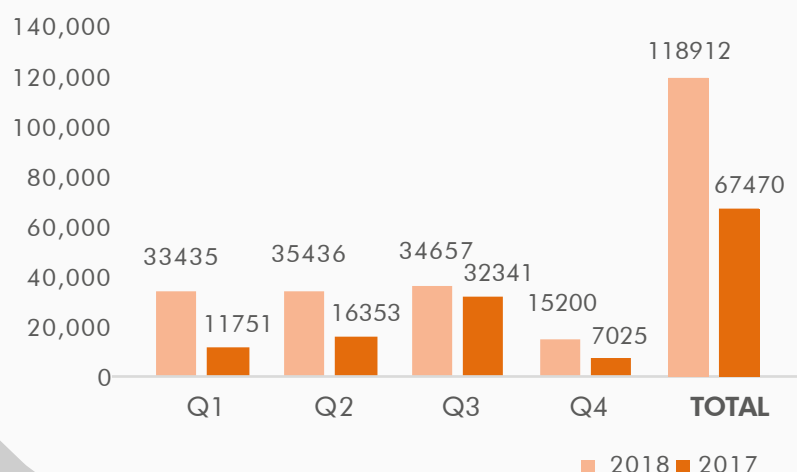
	DALYs	CYPs	Unitended pregnancies averted
Q1	17	26	10
Q2	-	-	-
Q3	-	-	-
Q4	-	-	-
<b>Total</b>	<b>17</b>	<b>26</b>	<b>10</b>

#### Total

	DALYs	CYPs	Unitended pregnancies averted
Q1	11,751	26	10
Q2	16,353	-	-
Q3	32,341	-	-
Q4	7,025	-	-
<b>Total</b>	<b>67,470</b>	<b>26</b>	<b>10</b>



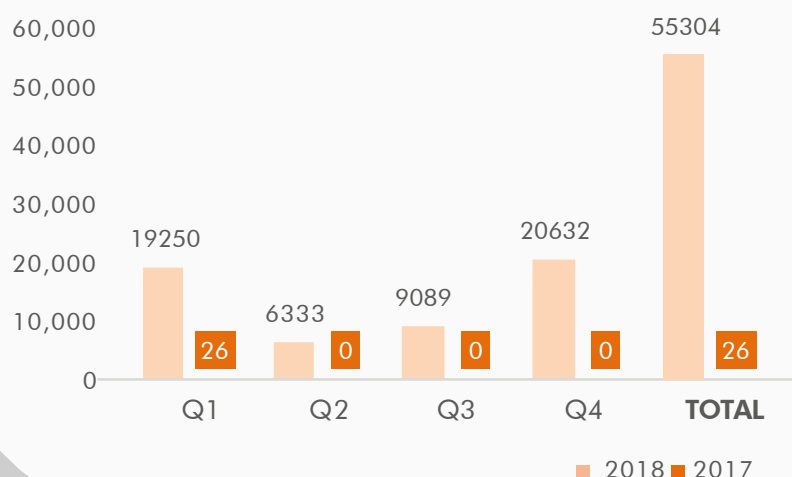
## Total DALYs Averted 2017 Vs 2018



## DALYs

	2018	2017
Q1	33534	11751
Q2	34536	16353
Q3	35642	32341
Q4	15200	7025
<b>Total</b>	<b>118912</b>	<b>67470</b>

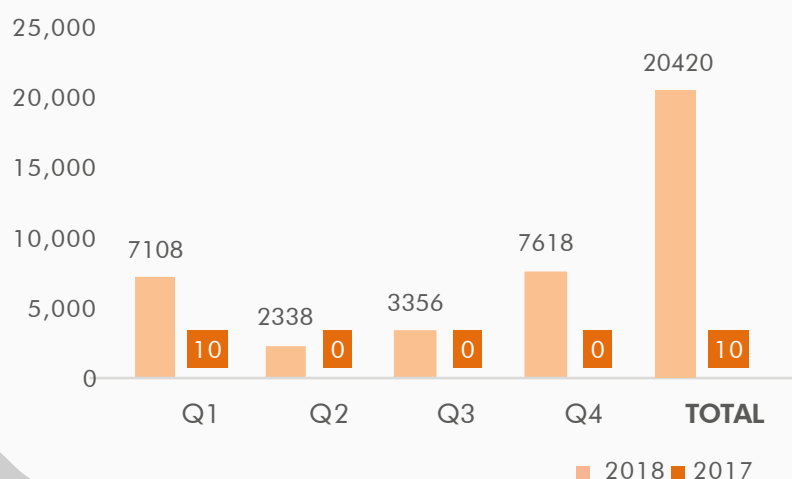
## Total CYPs Provided 2017 Vs 2018



## CYPs

	2018	2017
Q1	19250	26
Q2	6333	0
Q3	9089	0
Q4	20632	0
<b>Total</b>	<b>55304</b>	<b>26</b>

## Total Unintended Pregnancies Averted 2017 Vs



## Pregnancies averted

	2018	2017
Q1	7108	10
Q2	2338	0
Q3	3356	0
Q4	7618	0
<b>Total</b>	<b>20420</b>	<b>10</b>

# USAID Tulonge Afya



**USAID**  
FROM THE AMERICAN PEOPLE



## USAID Tulonge Afya project

USAID Tulonge Afya project is implemented in partnership with FHI360 (as the prime partner), and Kangaroo Media. Funded by the United States Agency for International Development (USAID), the project aims to catalyze opportunities for Tanzanians to improve their health status (especially of women and youth) by transforming socio-cultural norms and supporting the adoption of healthier behaviours through achievement of the following intermediate results;

### **Result 1**

*Improved ability of individuals to practice healthy behaviors*

### **Result 2**

*Strengthened community support for health behaviors*

### **Result 3**

*Improved systems for coordination and implementation of Social and Behavior Change Communication (SBCC) interventions*

The project works closely with sister project USAID Boresha Afya, which is mandated to strengthen the provision of health services across 29 districts in Tanzania. USAID Tulonge Afya provides SBCC support for Boresha Afya to drive community members' demand for health services. The project covers 19 regions of Tanzania Mainland which are Arusha, Kagera, Geita, Shinyanga, Kigoma, Mara, Mwanza, Tabora, Singida, Iringa, Njombe, Mtwara, Morogoro, Lindi, Ruvuma, Dodoma, Kilimanjaro, Manyara and Simiyu. The project also provides Technical Assistance to Zanzibar via the Zanzibar Malaria Elimination Program (ZAMEP).

As a sub recipient to the prime partner, T-MARC Tanzania plays a significant role in achieving the above result areas through the

regionalization of SBCC material, implementation of small grants program and facilitating the roll out of approved capacity strengthening and coordination frameworks in 15 of the 29 enhanced districts. T-MARC Tanzania works closely with the Health Promotion Section (HPS) at regional and district levels to enhance ownership and coordination of SBCC activities by the Ministry of Health, Community Development, Gender, Elderly (MoHCDGEC) and PORALG in target areas. Moreover, T-MARC facilitates regional SBCC platforms where SBCC stakeholders meet on a regular basis to share learning and experiences.

# The key achievements

Key achievements for the project in the financial year 2018, are as follows:

Completed project start-up activities including hiring of project personnel and securing of office space for field teams.

Mapped SBCC stakeholders in 15 enhanced districts in Mwanza, Shinyanga, Tabora, Njombe and Iringa and engaged them on USAID Tulonge Afya through project introductory meetings to get their buy in and support against project activities. These meeting were attended by 418 representatives from the 15 District Councils, USAID Boresha Afya, other key implementing partners and community leader representative.



Developed community engagement strategy to guide all community level activities to be implemented throughout the life of the project.



Supported the "Furaha Yangu" National Test and Treat (T&T) campaign development and launch events across the five supported regions.



Rolled out community level Interpersonal Communication (IPC) activities for Furaha Yangu across 15 enhanced districts through the sub grantee's network of



Community Health Workers



Community Volunteers



Peer Champions

17

partners trained



354

Health Workers



354

Community Volunteers



354

Peer Champions



Selected, contracted and trained 17 sub-grantee partners (and their respective community volunteers – a total of 354 Community Health Workers, 354 Community Volunteers and 354 Peer Champions) to implement community level project activities.

The target audiences for these IPC sessions for Furaha Yangu campaign were

People Living with HIV who know their status but are not yet on Antiretroviral Therapy (ART)



Pregnant & lactating women (with children below 6 months)



Men aged

18-45

Youth aged

15-24

with a focus on

adolescent girls & boys aged

15-18

Through these IPC sessions the project reached a total of

723,671 people

312,098

Males

411,573

Females



Supported the MoHCDGEC in the commemoration of various health days include World AIDS Day, World TB day and World Women's day.



Facilitated the development of regional collaboratories and conducted 3 regional collaborative meetings across all project's three zones



Coordinated and participated in joint supportive supervision with Local Government Agencies (LGAs) and Regional Health Management Teams (RHMTs) for sub-grantee partners' institutional assessment and visiting community level activities to observe project progress.

IPC sessions were conducted through various platform with captive target audiences including

clinic days, youth groups, women groups (including village community bank - VICOBAs), public events (including International and national days/events focusing on women and youth e.g. World AIDS Day, International Women's Day), health education days across PMTCT, HIV care and treatment, and Maternal and Child Health Units, structured public meetings, sports and games, community theatre events and relevant partners' (such as Boresha Afya) organised outreach activities/events.





# Hakuna Wasichoweza Girls Empowerment Project

Lindi Scale Up

  
Hakuna Wasichoweza

  
vodacom

The Hakuna Wasichoweza Girls Empowerment Project targets primary school girls in Lindi region and is designed to

bring a difference in school attendance and performance by equipping girls with the necessary skills and knowledge about Sexual

Reproductive Health (SRH), Menstrual Hygiene Management (MHM), sexuality and the need to delay onset of sexual debut.

## Project Objectives

- ✓ To improve school attendance of 1,600 young girls in Lindi Region of Tanzania through sustainable provision of low-cost sanitary pads in order to help them manage menstruation with dignity by the end of the project.
- ✓ Provide behaviour change communication messages to reduce risky sexual behaviour among 1,600 young girls and delay the onset of sexual debut as a means to reduce schoolgirl pregnancies, school drop outs and sexually transmitted diseases like HIV by project closeout.
- ✓ Increase public awareness to break the silence on the menstrual hygiene management and related challenges through an advocacy campaign at all levels.

The project targeted 18 primary schools in Lindi Municipal Council with provision of education sessions which include:

Session	Session Name
1	Adolescent needs and rights
2	Reproductive Health
3	MHM (personal hygiene, use and care of sanitary pads)
4	STI's, HIV/AIDS
5	GBV and Life Skills



Region targeted  
**Lindi**



Primary Schools targeted  
**18**



Number of young girls  
**1,600**

## Achievements



# 54

## Teachers

A total of **35 new** teachers & **19 old** teachers

### Project Introduction

✓ T-MARC conducted buy in activities (to obtain Government approvals to implement project activities) at national level with the relevant government institutions including the Ministry of Health, Community Development, Gender, Elderly and Children (MoHCDGEC), the Ministry of Education, Science and Technology (MoEST), and the President's Office Regional Administration and Local Government (PORALG).

A half day regional stakeholder meeting was held on the 14th of September, 2018. Attendees included members from MoHCDGEC, (PORALG), and regional and Municipal Council authorities.

Two meetings were held at ward level at sites (Kitolwa and Mnazi Mmoja Primary Schools) where representatives from the 10 new schools and 8 old schools of the project could easily access. The aim of these meetings was to introduce the scaling up of the Hakuna Wasichoweza Girls Empowerment Project. A diverse range of gatekeepers including community leaders, influential people, religious leaders, Civil Society Organizations and teachers were represented in the meetings.

### ✓ Selection of schools and teachers

10 new schools and 8 old schools were selected for the project scale up. A total of 35 new teachers and 19 old teachers (54) from the 18 schools were selected through open school meetings by the targeted girls. This allowed them to select teachers whom they feel they are comfortable with.

### ✓ Enrollment of the eligible girls into the outreach education sessions

A total of 1,271 girls recruited in target primary schools (at baseline).

School teachers organized parent's meetings and provided an overview of project goal in order to secure parents buy-in and support to the project. Voluntary enrollment of the girls into the project was then sought. Of the eligible girls above 430 had already started their menses.

## girls recruited



# 1,271

## 430

of the eligible girls above had already started their menses.

# At a Glance

**2** Master Trainers 

**5** days 

**60** copies  training curriculum distributed

**52** teachers trained 

## Attended by

  
Reps. -  
Local Government  
Authorities  
(LGAs)

  
Reps. -  
Vodacom  
Tanzania  
Corporate

  
Members -  
Project Advisory  
Committee  
T-MARC  
head office

  
School  
Teachers

  
Parents

  
Children

 conducted at  
**2** primary schools

 **Tulieni**  
re-usable  
pads

 **Kitolwa**  
disposable  
pads


**431**   
adolescent  
girls

provided  
with a  
**3**   
month  
supply

 of  
**6**  
packs

with  
 **10**  
pads/  
pack

in 2017  
**337**   
girls

  
from **8** primary  
schools

received  
 **1**  
pack

with  
 **4**  
pads/  
pack



- ✓ **Review of training curriculum with the MoHCDGEC-Health Promotion Section**  
The MoHCDGEC Health Promotion Section was engaged in reviewing and refining the project training curriculum. 60 copies of revised training curriculum printed and subsequently distributed to Master Trainers, teachers and project staff.
- ✓ **Engagement and orientation of Masters trainers and Trainers of trainees**  
Orientation sessions with 2 Master Trainers who were previously involved in implementation of the project in both Mtwara and Lindi was conducted. The sessions included orientation on training manual revisions and planning of teacher training activity and associated logistics.
- ✓ **Training of teachers in delivery of extracurricular education sessions**  
A total of 52 teachers were trained on the training curriculum in order to deliver the in-school girls' education sessions in Lindi over a 5-day period. The teachers were given a comprehensive overview of the project and were equipped with knowledge on SRH, MHM and basic life skills.
- ✓ **Procurement of Sanitary Pads (towels)**  
A total of 17,200 disposable sanitary pads and 1,000 reusable sanitary pads was procured for the project.
- ✓ **Launch of Sanitary Pad Distribution**  
This event took place on the 19th of November, 2018. The event was attended by representatives of the Local Government Authorities (LGAs), representatives from Vodacom Tanzania Corporate, members from the project advisory committee, T-MARC head office, school teachers, parents, and children. Launch of pad distribution activities were conducted at 2 primary schools in Lindi Municipality namely Kitolwa for disposable pads and Tulieni for re-usable pads.
- ✓ During the first round of pad distribution, 431 adolescent girls were provided with a 3-month supply of 6 packs (1 pack has 10 pads). In addition, buffer stocks were provided to school teachers to distribute pads to eligible girls who experience their menses for the first time.
- ✓ A total of 337 girls from 8 primary schools which benefited from the project in 2017 received 1 pack (1 pack has 4 pads) each. In addition, buffer stocks were also provided to school teachers to distribute pads to eligible girls who experience their menses for the first time.



Sanitary Pads  
Procured for  
the Project.



**1,000**  
re-usable



**17,200**  
disposable

# “Badilisha Tabia, Tokomeza Malaria” Project

“Change Behaviour,  
Eliminate Malaria”  
Project

FUNDED  
BY

COMIC  
RELIEF

Funded by the  
UK Charity, T-MARC is implementing a 24  
month SBCC intervention to promote prevention,  
diagnosis and treatment of malaria among pregnant and  
lactating women, and caretakers of children under 5 years  
of age in Shinyanga and Simiyu regions of Tanzania. The  
project is still in its early stages of  
implementation.



## Target Beneficiaries:



The project will directly benefit

pregnant women



lactating mothers



children under 5.

### Front-line beneficiaries



Community Health Workers



community leaders.



### Other beneficiaries

Caretakers of children under 5.

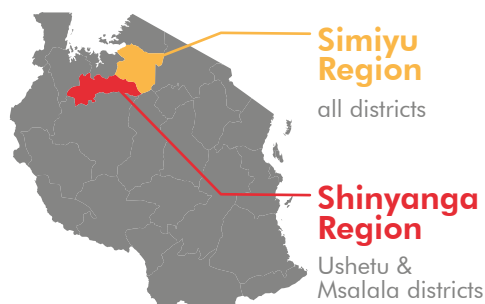
## Project Goal & Objectives:



In line with the Malaria National Strategic Plan 2014-2020, the goal of this project is to contribute to the national goal of reducing the country's malaria prevalence

- Promoting of consistent use of long-lasting insecticide nets (ITNs), net care, repair as well as addressing misconceptions around ITNs in the community.
- Promoting of preventive health seeking behaviours and practice of effective vector control for malaria among pregnant women, lactating mothers and caretakers of children <5.
- Creating and sustaining demand for malaria testing and treatment for all suspect malaria patients in public and private settings.
- Improving health care workers' case management and adherence to national guidelines regarding malaria case management based on test results.

## Target Districts:



## Achievements

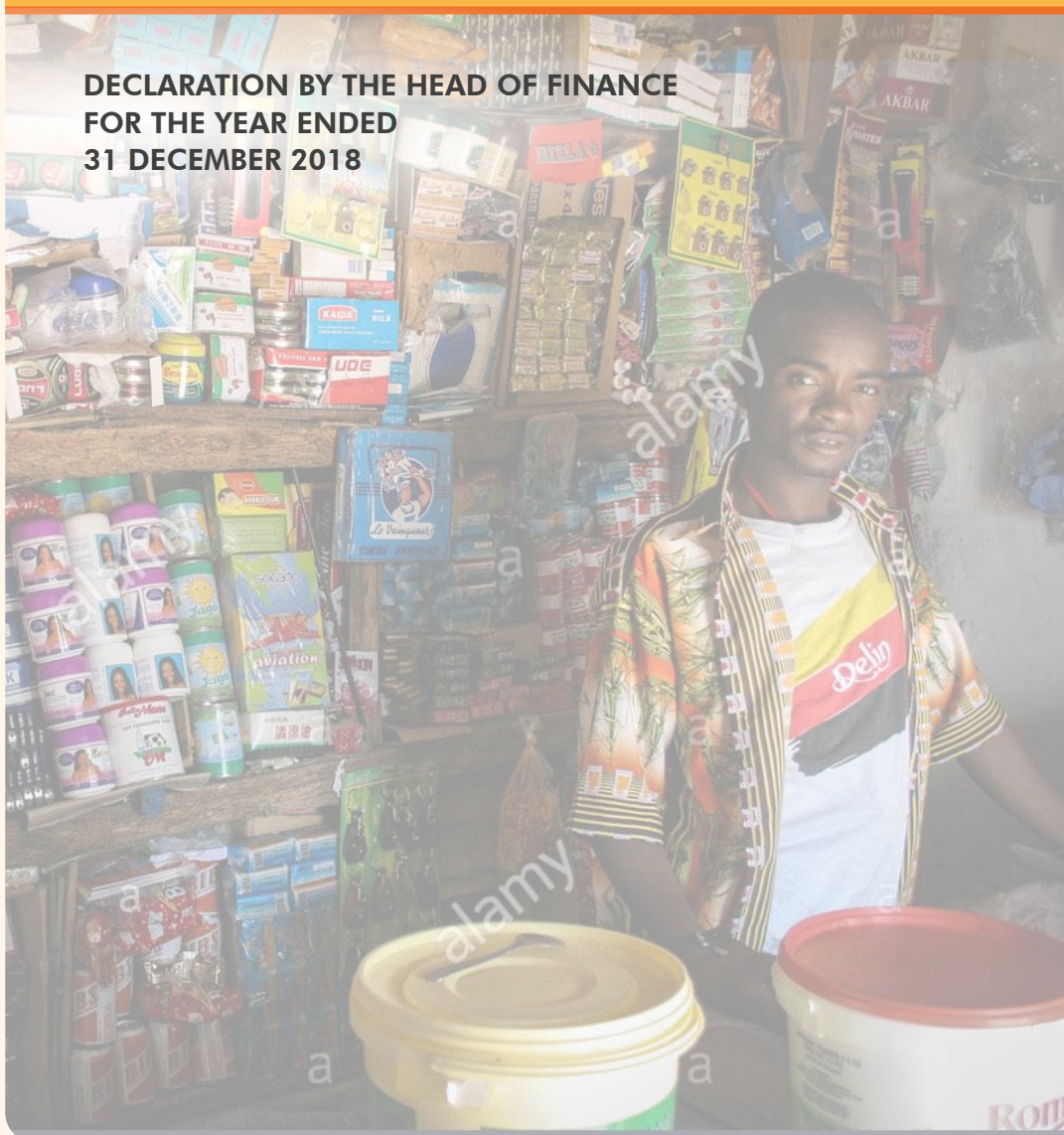
- Recruitment of project implementing team
- Conducted project introduction sessions at national level (MoHCDGEC and PO-RALG)
- Conducted the baseline survey in 2 districts in each of the target regions.
- Mapped SBCC material for adaptation





# Financial Statements

**DECLARATION BY THE HEAD OF FINANCE  
FOR THE YEAR ENDED  
31 DECEMBER 2018**



# **INDEPENDENT AUDITORS' REPORT**

## **To the Board and Members of T-MARC Tanzania**

### **Report on the financial statements**

#### **Opinion**

We have audited the financial statements of T-MARC Tanzania set out on pages 21 to 48 which comprise statement of financial position as at 31 December 2018, and the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flow for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the financial statements present fairly, in all material respects, the financial position of T-MARC Tanzania as at 31 December 2018, and of its financial performance and its cash flow for the year then ended in accordance with International Financial Reporting Standards and the requirements of the Tanzanian Non-Government Organizations Act, 2002 (Revised 2018).

#### **Basis for Opinion**

We conducted our audit in accordance with International Standards on Auditing (ISAs). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Organization in accordance with the International Ethics Standards Board for Accountants' Code of Ethics for Professional Accountants (IESBA Code) together with the ethical requirements that are relevant to our audit of the financial statements in Tanzania, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### **Other information included in the organization's 2017 directors' report**

The other information comprises the organization's information, directors' report, statement of directors' responsibilities and declaration of the head of finance. The other information does not include the financial statements and our auditor's report thereon. The directors are responsible for the other information. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

#### **Responsibilities of the directors for the financial statements**

The directors are responsible for the preparation and fair presentation of the financial statements in accordance with International Financial Reporting Standards and the requirements of Non-Governmental Organizations Act of 2002 (revised 2005), and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the Organization or to cease operations, or have no realistic alternative but to do so.

The directors are responsible for overseeing the organization's financial reporting process.

### Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs, we exercise professional judgement and maintain professional scepticism throughout the audit.

#### We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the organization's internal control.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.

We communicate with the directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

### Report on other legal and regulatory requirements

This report, including the opinion, has been prepared for, and only for, the organization's members as a body in accordance with the Tanzanian Non-Government Organizations Act, 2002 and for no other purposes.

As required by the Tanzanian Non-Government organizations Act 2002, we report to you, based on our audit, that:

- (i) We have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purpose of our audit;
- (ii) In our opinion, proper books of accounts have been kept by the Organization, so far as appears from our examination of those books;
- (iii) The directors' report is consistent with the financial statements,
- (iv) Information specified by law regarding directors' remuneration and transactions with the organization is disclosed; and
- (v) The organization's financial statements are in agreement with the books of accounts.

**The engagement partner on the audit resulting in this independent auditors' report is  
Neema Kiure Mssusa.**



Signed by: Neema Kiure Mssusa (FCPA 1227)  
For and on behalf of Ernst & Young  
Certified Public Accountants  
Dar es Salaam

Date: 03 / 07 / 2019



**STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME  
FOR THE YEAR ENDED  
31 DECEMBER 2018**

		2018			2017		
Notes		PROJECTS & GRANTS TZS	T-MARC TANZANIA TZS	TOTAL TZS	PROJECTS & GRANTS TZS	T-MARC TANZANIA TZS	TOTAL TZS
<b>REVENUE</b>							
Projects sales	7	-	1,192,183,000	1,192,183,000	-	514,062,000	514,062,000
Cost of projects sales	8	-	(1,332,552,212)	1,332,552,212)	-	(455,977,196)	(455,977,196)
Loss on sales		-	(140,369,212)	(140,369,212)	-	58,084,804	58,084,804
Grants	9	6,127,003,772	-	6,127,003,772	3,047,592,477	-	3,047,592,477
Inventory donation amortization	24	-	1,332,552,212	1,332,552,212	-	455,977,196	455,977,196
Capital grant amortization	22	-	6,137,500	6,137,500	-	6,137,490	6,137,490
Other income	10	-	39,158,349	39,158,349	-	178,733,539	178,733,539
<b>Total revenue</b>		<b>6,127,003,772</b>	<b>1,237,478,849</b>	<b>7,364,482,620</b>	<b>3,047,592,477</b>	<b>698,933,029</b>	<b>3,746,525,506</b>
<b>EXPENSES</b>							
Staff cost	11	(1,590,131,334)	(28,157,734)	(1,618,289,068)	(971,633,289)	(144,862,490)	(1,116,495,779)
Staff fringe benefit	12	(727,653,325)	(407,099,107)	(1,134,752,432)	(357,208,972)	(9,841,225)	(367,050,197)
Administration travel	13	(41,044,368)	(3,389,200)	(44,433,568)	(50,418,331)	-	(50,418,331)
Supplies and equipment	14	(105,614,053)	-	(105,614,053)	(29,562,190)	-	(29,562,190)
Other direct costs	15	(452,422,073)	(58,368,177)	(510,790,250)	(408,935,835)	(848,790,374)	(1,257,726,209)
Program activities	16	(3,398,871,239)	-	(3,398,871,239)	(785,375,296)	-	(785,375,296)
Projects sales expense	7	-	(1,192,183,000)	(1,192,183,000)	-	(514,062,000)	(514,062,000)
Depreciation	17	-	(55,970,042)	(55,970,042)	-	(42,812,432)	(42,812,432)
<b>Total expenses</b>		<b>(6,315,736,393)</b>	<b>(1,745,167,259)</b>	<b>(8,060,903,653)</b>	<b>(2,603,133,913)</b>	<b>(1,560,368,521)</b>	<b>(4,163,502,434)</b>
<b>Surplus/(deficit)</b>		<b>(186,628,070)</b>	<b>(507,688,410)</b>	<b>(696,421,032)</b>	<b>439,768,051</b>	<b>(856,744,979)</b>	<b>(416,976,928)</b>

**STATEMENT OF FINANCIAL POSITION  
AS AT 31 DECEMBER 2018**

	Notes	2018 TZS	2017 TZS
<b>ASSETS</b>			
Non-current assets			
Property and equipment	17	1,176,823,054	1,232,793,096
		<b>1,176,823,054</b>	<b>1,232,793,096</b>
Current assets			
Trade and other receivables	18	307,595,242	174,231,411
Placement in Bank	19	413,808,219	450,000,000
Cash and bank balances	20	1,204,781,986	945,524,657
Inventory	21	235,828,042	1,305,216,568
		<b>2,162,013,489</b>	<b>2,874,972,636</b>
<b>TOTAL ASSETS</b>		<b>3,338,836,543</b>	<b>4,107,765,732</b>
<b>ACCUMULATED FUNDS AND LIABILITIES</b>			
Retained earnings and Project reserve		332,692,190	1,029,113,233
Total accumulated funds		<b>332,692,190</b>	<b>1,029,113,233</b>
Non-current liabilities			
Deferred capital grants	22	18,403,810	24,541,310
Amount due to projects	25	2,265,253,956	1,396,297,850
		<b>2,283,657,766</b>	<b>1,420,839,160</b>
Current liabilities			
Payables and accruals	23	244,454,094	61,953,569
Tax assessment - Payable	27	242,193,796	290,632,557
Deferred inventory grants	24	235,838,697	1,305,227,213
		<b>722,486,587</b>	<b>1,657,813,339</b>
<b>Total liabilities</b>		<b>3,006,144,353</b>	<b>3,078,652,499</b>
<b>TOTAL ACCUMULATED FUNDS AND LIABILITIES</b>		<b>3,338,836,543</b>	<b>4,107,765,732</b>

These financial statements were approved by  
the Board of Directors on and signed on its behalf:

28/06 2019

Name CHARLES SINGILI Title CHAIRMAN Signature 

Name ALEX MGONGOLWA Title V/CHAIRMAN Signature 

# Our Partners



**USAID**  
FROM THE AMERICAN PEOPLE



**fhi360**  
THE SCIENCE OF IMPROVING LIVES



BOLD  
THINKERS  
DRIVING  
REAL-WORLD  
IMPACT



**vodacom**

 **Mylan®**





T-MARC Tanzania,  
Plot No. 215/217 Kuringa Drive,  
Bahari Road, Tegeta Block D,  
P.O. Box 63266,  
Dar es Salaam, Tanzania,  
Tel: + (255) 22-2650747/48/49  
E-mail: [info@tmarc.or.tz](mailto:info@tmarc.or.tz)  
Website: [www.tmarc.or.tz](http://www.tmarc.or.tz)