



T-MARC TANZANIA

Tanzania Marketing and Communications

Serving Communities, Improving Lives

ANNUAL REPORT **2016**

About T-MARC Tanzania

T-MARC Tanzania is a non-profit Tanzanian organisation working to improve public health and promote social development. Our socially marketed products and behaviour change communication initiatives address pertinent health issues in family planning and reproductive health, child survival, water and sanitation, nutrition and communicable/non-communicable infections like malaria, HIV/AIDS and cervical cancer. (www.tmarc.or.tz)

Mission

T-MARC's mission is to successfully contribute to the well-being of all Tanzanians by developing effective and diverse partnerships between multiple players in the commercial, NGO, governmental and public sectors to implement social marketing and communications solutions that address key health, social and economic challenges. T-MARC facilitates the growth of a 'total market' for an extensive range of social products and services and works to improve healthy behaviors among its target audiences.

Vision

T-MARC Tanzania is committed to being a leader in sustainable development by focusing on our unique four "Ps" approach:

- **People:** Striving to understand the needs of our target audience who are primarily the under-served and most in need, and continuing to promote professional development of our own staff.
- **Partnership:** Recognizing that partnerships are critical to achieving sustained health impact and developing strategic synergies with public, private and non-profit sectors.
- **Place:** Ensuring that health products and services are available to those who need them and using innovative channels and technologies to expand access.
- **Portfolio:** Developing a diverse program portfolio that focuses on priority health issues using social marketing, behavior change communications, and strategic partnership.

Our Values

T-MARC holds itself to the highest levels of integrity and has a strong commitment to the following values:

- **Leadership** - T-MARC strives for top results in all initiatives it undertakes, stepping forward with innovative ideas, bringing together new partners and staying on the cutting edge of innovations in social marketing.
- **Accountability** - T-MARC is committed to achieving the highest level of transparency and ethics in all financial, management and partnership activities - holding itself accountable to donors, partners and beneficiaries of its programs.
- **Respect** - T-MARC puts respect for the people of Tanzania first - revering diversity, valuing skills and strengths, and working collaboratively with the beneficiaries of its products and programs.
- **Passion** - Staff at T-MARC maintains personal and professional enthusiasm for their work and is driven by a sense of purpose and a desire to do all they can to improve the social conditions of Tanzanian families.



Business Philosophy

T-MARC's business philosophy is to find cost effective sustainable solutions which best address the needs of the Tanzanian communities, through fostering effective strategic public private partnerships.

- Target audience market research (both qualitative and quantitative) for product marketing and behavior change communication.

Our Expertise

Over the years, T-MARC has maintained its core focus on social marketing and social and behavior change communication, while expanding beyond HIV/AIDS and reproductive health to address new health and development priorities, including child survival, malaria, nutrition, and water and sanitation, and girls empowerment. Our expertise includes:

- Target audience market research (both qualitative and quantitative) for product marketing and behavior change communication.
- Product design including branding, positioning, procurement, and packaging.
- Sales and distribution including knowledge of commercial distribution channels, sales and credit procedures, revenue collection and remittance, warehousing, and training of distributors and field force.
- Evidence-based behavior change communications including campaign design and implementation, mass media, social media, community-based mobilization, and interpersonal communication.

History

T-MARC Tanzania was originally founded and registered as T-MARC Company on 1 April, 2007. The organization has its roots in 2004 where it was introduced as the Tanzania Marketing and Communications Project (T-MARC Project) that was managed by the Academy for Educational Development (AED) with funding from the United States Agency for International Development (USAID). T-MARC Company was later re-registered as a not for profit non-governmental organization on 13 May, 2011, changing its name to T-MARC Tanzania.

This report summarizes the activities and achievements made by T-MARC for the year 2016.



Our Strive for Organizational Sustainability

Under the Tanzania Social Marketing Project (TSMP) T-MARC's operational costs were reviewed through a consultant. The report highlighted areas where savings could be made and provided a roadmap for T-MARC's cost reduction strategy. One of the areas identified included office rent.

As a result T-MARC identified and procured its own office premises to allow T-MARC to effectively compete with other players in its social enterprise endeavour. In 2016, T-MARC completed refurbishing its newly acquired office premises which includes a certified warehouse. The warehouse includes a TFDA certified cold room. T-MARC with support from TSMP also reviewed its warehouse policy. This was to ensure that T-MARC remains compliant to GoT standards.

The cost reductions strategy also included streamlining T-MARC's organization structure. A Human Resource firm was engaged to further review T-MARC's HR policy, organogram and job descriptions for purposes of efficiency. This led to the implementation of an integrated management approach.

T-MARC's integrated management and support services provides all the necessary functions for the implementation of project activities guided by the financial; operations, procurement and human resources policies, procedures and processes approved by the Board of Directors. The integrated management approach combines the resources and expertise needed to seamlessly implement diverse project activities.

In December 2016, T-MARC was awarded the USAID Social Enterprise Support Activity (UESA). This allowed T-MARC to kick-start activities under the social enterprise arm and give tangible movement towards organization sustainability.

T-MARC continued to implement measures undertaken in FY15 to achieve operational sustainability. T-MARC implemented consultant recommendations on costs and revenue structures within the organization. T-MARC implemented cost cutting initiatives which have led to significant cost reduction of operations and also increase revenue streams including:

- Review the organization structure
- Reduction of staffing costs; merging roles, review job descriptions
- Review of internal administrative requirements/contracts to be more efficient
- Review of warehouse policy



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Acronyms and 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	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

Message from Board Chairman



It is my honor to present the T-MARC Tanzania's Annual Report for 2016. It has been a year which the Tanzania Social Marketing Program (TSMP) has come to end after 6 years of partnership with PSI Tanzania with the support of USAID. It was also a year whereby the operationalization of the second phase of the T-MARC Strategic Plan for 2015-2020 was initiated. A phase whereby T-MARC transitions from being purely a donor dependent organization to a social enterprise with the aim of accomplishing sustainability.

I would also like to take this opportunity to thank stakeholders, partners, supporters and staff for their diverse contributions in bringing into realization that a sustainable T-MARC is possible, and therefore sustainable social impact to serve communities and save lives in Tanzania. We look forward to a continuous working and meaningful relationship with all of you.

Sincerely,

Charles Singili
Board Chairman



Board of Directors

T-MARC benefits from strong private sector leadership with many of its Board of Directors working in the private sector as well as several key members with an insider's view of the country's strategic health priorities. T-MARC's Board of Directors includes:

Mr. Charles G. Singili, Chairman of the Board, comes from a distinguished career in the banking industry where he served as Managing Director of Azania Bank Limited for more than sixteen years and held other senior positions in the Bank of Tanzania, National Bank of Commerce, and Ist Adili Bancorp.

Mr. Alex Mgongolwa, Board Member, is Managing Director for Excellent Attorneys. As a legal advocate, he has over 14 years of experience in criminal and civil litigation, probate and administration law, NGOs's law and family law.

Dr. Bennett Fimbo, Board Member, is a public health specialist with more than 26 years' experience working on HIV/AIDS programs. Most recently, he served as Head of the Information, Education and Communication (IEC), of the National AIDS Control Programme, Ministry of Health, Community Development, Gender Elderly and Children (MoHCDGEC), Dar es Salaam.

Ms. Joyce Mhavile, Board Member, is Managing Director, Independent Television Ltd., Capital Television, Radio One and Capital One owned by IPP Limited as well as an experienced journalist, news and current affairs reporter, TV producer and presenter.

Mr. Heri Bomani, Board Member, also with an impressive career in financial and property management, corporate finance, credit, and venture capital, is Founder and Group Managing Director for Pangani Group, Resident Representative for American Trade Finance Company, and Executive Director of Pangani Advisory.



Dr. Mohammed Ally Mohammed, Board Member, is currently Director of Health Quality Assurance Ministry of Health, Community Development, Gender, Elderly and Children (MoHCDGEC) where he oversees quality, standards, and safety of all services including quality and standards of medicines, diagnostics, equipment and clinical services.

Athanasia Aloyce Soka, Board Member, is an advocate and independent legal consultant practicing at the Brilliance Law Chambers with extensive experience as a legal practitioner in courts of law on family, land, labour, and criminal matters as well as commercial and corporate law.

Awaichi B. Mawalla, Board Member, is currently Director of Marketing for the Tanzania Cigarette Company Limited where she oversees all marketing elements, marketing budgets, resource allocation, merchandising and trade channels, in addition to managing research related to consumer needs and profiles as well as brand equity.

Aida Nanguma Kiangi, Board Member, is currently Manager (East Africa) for Wind Lab Systems. She has over 16 years' experience in strategy development, operational planning and financial management in the private, civil society and public sector (particularly with local government authorities and non-governmental organizations).

Ms. Diana Monica Kisaka, Board Member and Managing Director, T-MARC Tanzania, has over 19 years of corporate management and business administration in both private and non-profit sectors, she has led T-MARC's evolution as an increasingly sustainable organization. Prior to working with T-MARC, she held several senior management positions in the banking industry.

Mr. Tumaini Kimasa, Board Member and Operations Director for T-MARC Tanzania, has over 9 years' experience in human resource management and business administration in both private and non-profit sectors, including business start-up, organizational review, and re-organization.



Message from the Managing Director

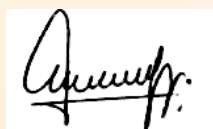


It is once again my privilege to contribute a few words on the T-MARC 2016 Annual Report. From a strategic point of view, organizational sustainability has always been at the forefront of my thoughts for T-MARC Tanzania. I believe that 2016 has been a year whereby we have moved forward in that direction. Whilst transitioning out from TSMP's care, T-MARC has confidently picked up the reins in regards to receiving and stocking products in the new warehouse; and continuing sales and distribution activities for our 3 socially marketed brands (Dume, Flexi P and Lady Pepeta).

With the close out of TSMP, T-MARC was given a new lease of life for its Dume and Flexi P brands with the award of the USAID Social Enterprise Support Activity (USES). This has boosted T-MARC's confidence to fully pursue the operationalization of its social enterprise arm which will widen the product portfolio and increase growth.

Finally, I would like to acknowledge the board and senior management for their support in this journey to sustainability and hope that you will enjoy reading some of the highlights of the 2016 annual report.

Sincerely,



Diana Monica Kisaka
Managing Director



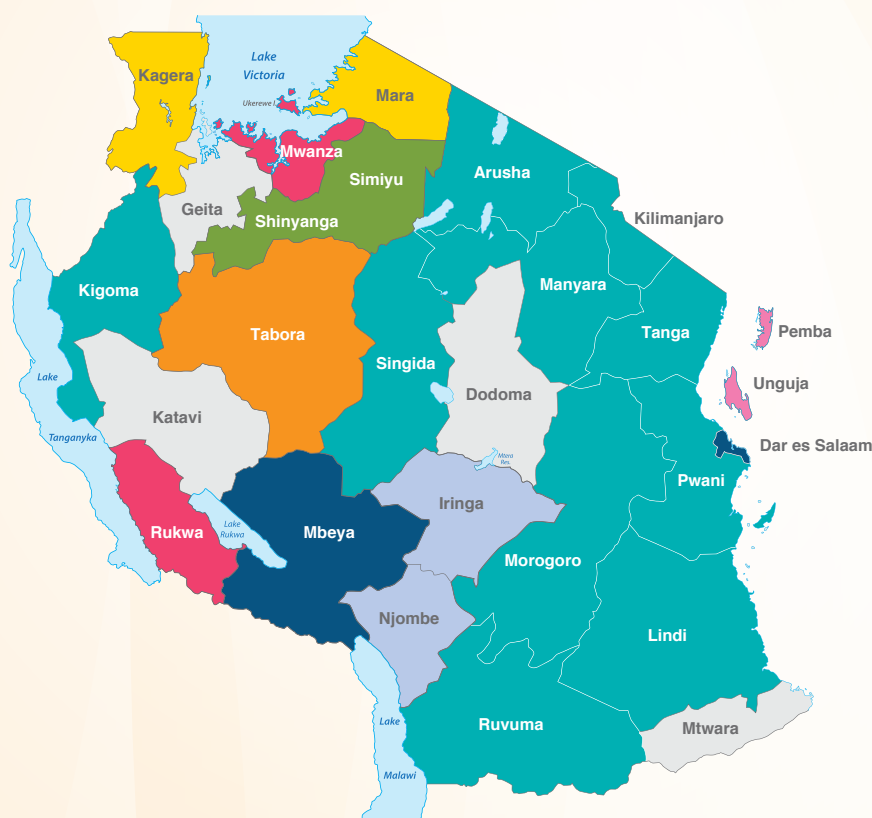
Highlights of Major Achievements for 2016

- ▶ Launch of T-MARC's new offices and warehouse
- ▶ Transfer of products from PSI to T-MARC warehouse
- ▶ Launch of SMS Campaign for Girl's Empowerment "Hakuna Wasichoweza" Project
- ▶ Close out of the Families Matter Project
- ▶ Tanzania Social Marketing Program (TSMP) close out
- ▶ USAID Social Enterprise Support Activity Award



Tanzania Health Context (HIV / FP / Cervical Cancer)

With an estimated population of 50.1 million in 2016,¹ the United Republic of Tanzania has a national HIV prevalence of 5.1% among 15-49 year olds². A total of 1.4 million people are estimated to be living with HIV with 53% of adults on antiretroviral treatment³. Between 2010 and 2015, new HIV infection has declined by more than 20% with the number of people dying from AIDS related illness halved.⁴ Family Planning remains a key health area. Total fertility rate has also decline from 2010 to 5.2 children per woman.⁵ On contraceptive use, 38% of currently married women are using any method of family planning while 32% use a modern method and only 6 percent use a traditional method.⁶ More than 1 in 5 married women in Tanzania have an unmet need for family planning: 16% want to delay childbearing, while 7% want to stop childbearing.⁷ Cancer is also a key health concern in Tanzania. Cervical and breast cancer account for more than half of all cancer deaths in Tanzania. Cervical cancer is Tanzania's most common cancer (38.4% of all newly developed cancers in women in 2012), and the leading cause of cancer-related deaths among Tanzanian women. Eighty percent of women with cervical cancer present with advanced-stage cancer. Breast cancer is the second-most-common cancer among Tanzanian women (14.4% of newly developed cancers in women in 2012).⁸



¹ Tanzania National Bureau of Statistics

² THMIS 2012

³ UNAIDS Prevention Gap Report 2016

⁴ UNAIDS Prevention Gap Report 2016

⁵ Tanzania Demographic Health Survey and Malaria Indicator Survey 2015-2016

⁶ Tanzania Demographic Health Survey and Malaria Indicator Survey 2015-2016

⁷ Tanzania Demographic Health Survey and Malaria Indicator Survey 2015-2016

⁸ Pink Ribbon Red Ribbon

T-MARC Office Launch



T-MARC Tanzania's Home

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T-MARC Tanzania

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Tel: +255 22 2650747 / 2650748 / 2650749

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Tanzania Social Marketing Program

Since 2010, T-MARC Tanzania has been an implementing partner to the Tanzania Social Marketing Program (TSMP). The TSMP project is a five-year program funded by the United States Agency for International and led by Population Services International (PSI). The project was later extended to 2016. Under this project, T-MARC Tanzania continues to market its three social marketing brands: Dume male condom, Lady Pepeta female condom, and Flexi P combined oral contraceptive, which have been on the market since 2005. TSMP is designed to create sustainable health solutions through a “Total Market Approach” (TMA) that gives consumers a broader range of products and prices. The goal of TMA is to achieve a marketplace where all segments are reached with high quality products and services based on their ability to pay.



Social marketing organizations are essential to growing the overall market by attracting new users and opening up new markets, particularly in rural areas. Through TSMP, PSI provides technical support to T-MARC Tanzania as well as PSI's local social marketing affiliate, PSI/Tanzania. With the support of TSMP, T-MARC Tanzania's social marketing brands celebrated many important achievements as highlighted in this report.



TSMP Highlights

8,092,643 Dume condoms sold

486,030 Lady Pepeta female condoms sold

2,321,784 Flexi-P combined oral contraceptives sold

1,015 persons reached with family planning messages

3,674,000 people reached through mass media channels

248,443 Couple Years of Protection

1,118 Deaths Averted ⁹

50,535 Unintended Pregnancies Averted ¹⁰



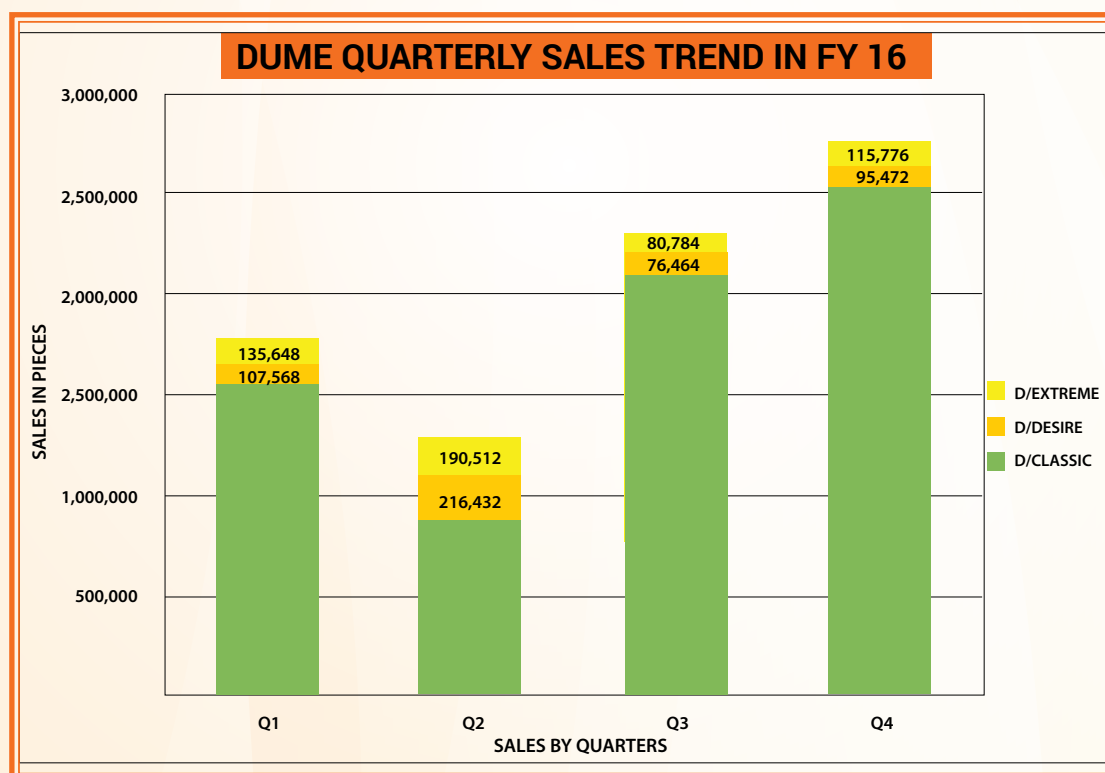
HIV/AIDS Prevention

Facts and figures

10% market share of social marketing male condoms
12 Fast Moving Consumer Goods and 8 Pharmaceutical
Regional Distributors throughout the country
2,715 Number of outlets or distribution coverage
67,334 people reached through social media

Dume Condoms

During 2016, Dume achieved 8,092,643 units sold, exceeding its sales target of 5,739,000 units for the year. This represents 141% of the fiscal year target. Of this sales volume, 12% is composed of the Dume line extensions. Despite the shock from the price increase of Dume Classic in January 2016 by 24% from TZS: 21,000 to TZS: 26,100 per carton T-MARC has surpassed the FY16 target. This record achievement is mainly attributed to huge sales order generated from the institution customer in April 2016, additional stock uplifting efforts from the newly recruited T-MARC sales representatives and the trade promotion implemented in September 2016.



Dume's trade marketing activities reached across 19 regions (Dar es Salaam, Lindi, Mtwara, Pwani, Morogoro, Arusha, Kilimanjaro, Tanga, Manyara, Dodoma, Iringa, Njombe, Mwanza, Shinyanga, Geita, Kagera, Kigoma, Mara and Simiyu). Key trade marketing activities that were implemented included the distribution and placement of point of sale (POS) materials, product merchandising and shelf displays, sales order generation, stock replenishment centre linkages and referrals.

Interpersonal Communication

To support the introduction of Dume line extensions at an interpersonal level, T-MARC implemented a product sampling campaign across 4 Dume high volume regions of Dar es Salaam, Arusha, Mwanza and Mbeya. Through this campaign, consumers were given an opportunity to interact with the line extension products at an interpersonal level i.e. touch, smell, feel and given trial samples to create hype around the extensions, encourage word of mouth marketing (customer referrals) and stimulate uptake for the line extensions among current users and potential users. This activity was implemented in the trade in and around outlets that stock



Dume line extensions thus creating a quick uptake of the line extensions from the stocking retailers. The campaign supported over outlets 450 stocking line extensions (Extreme & Desire) across four focus regions, and reached a total of 28,865 people with line extensions products with 30,000 pieces of line extensions condom pieces



Social Media

T-MARC refreshed Dume's website incorporating the new line extensions look and content; and implemented a social media campaign predominantly on Facebook to support the launch of the line extensions that included an online video clip.

With the line extension focused engagement content, Dume's Facebook fan base grew by 19% from 54,305 fans at the end of FY15 to 67,334 people at the end of FY16. Dume's fan base continues to be predominantly male age 18-34 residing Dar es Salaam, Mwanza, Arusha and Mbeya which is consistent with Dume's targeting.

Through Facebook, Dume has reached over 456,000 unique individuals with brand related and HIV prevention/behavioral messages during the implementation of line extension online campaign. The online video alone was viewed over 200,000 times by over 55,000 people.

Dume line extensions were also promoted through Twitter and Instagram to a lesser extent, given a more limited reach of these channels in Tanzania especially Twitter. Additionally, the cost of advertising through Twitter is substantially greater. For these reasons, T-MARC did not allocate any media spend on Twitter but continued to operate Dume's Twitter account to capture audiences organically. Over 1,500 tweets were posted, receiving 178 retweets and 456 mentions by other users. Additionally, Dume's twitter followers grew to 475.

On the other hand, Instagram popularity is growing quite fast in Tanzania, as such, an Instagram page was created for brand Dume in FY16 and a small budget was allocated for Instagram advertising in quarter one during the implementation of Dume line extension awareness campaign, generating as many as 23,000 likes on some content. Total number of followers received through Instagram is 376.

Through the radio campaign, point of sale advertising and social media, Dume reached over 3.6 million people this financial year (Omnibus, April 2016). However due to a reduced advertising budget, brand equity ratings have dropped considerably. According to the Omnibus survey, only 26% of respondents reported to have used Dume at last sex compared to 37% in 2014.

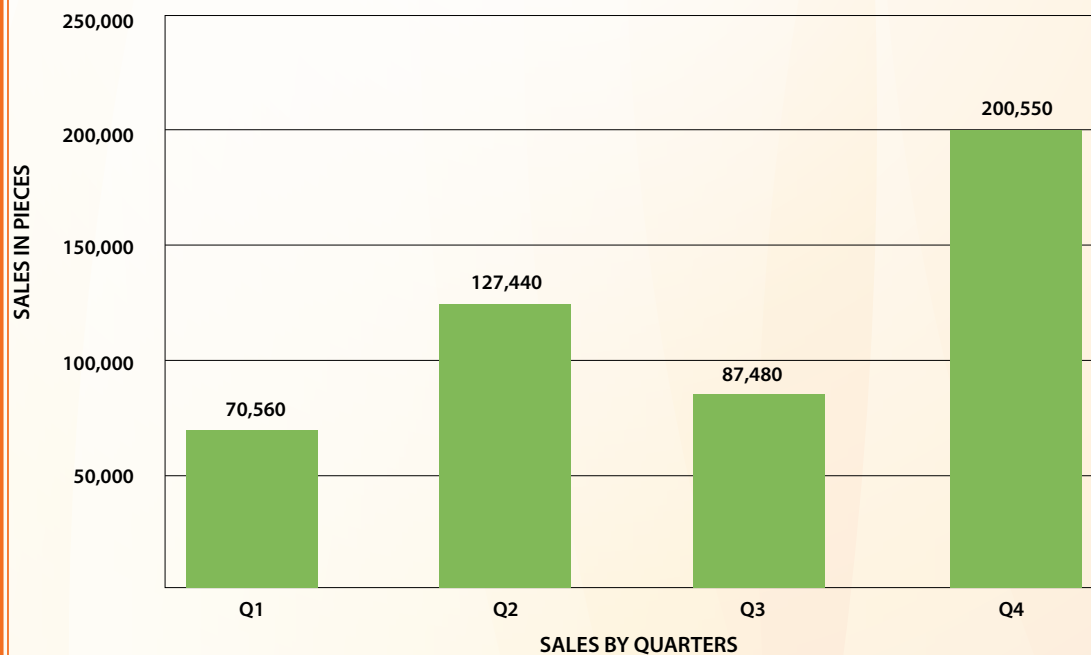


Lady Pepeta Female Condom

Lady Pepeta sales for FY16 amounted to 486,030 pcs. This is 97% of the FY16 annual targets of 500,000 pcs. The sales also represent 58% of the 836,100 pcs sold and distributed in FY15. With the knowledge that there would be no additional supplies of Lady Pepeta in 2016, a big price increase of 47% from TZS: 15,000 to TZS: 22,050 at regional Distributor level was effected in FY16 to manage the available stock and delay stock out situation up to the end of TSMP project in February 2017. Despite of this price increase, demand for Lady Pepeta continued to increase in Q2. Another price increase from TZS: 22050 to TZS: 30,000 was then effected in April 2016 to further manage the stock out situation while improving cost recovery. As a result of this increase, there were almost no sales in April and May 2016. A promotional pricing of "Buy 1 carton and get 1carton" of Lady Pepeta was then introduced to reactivate sales from June 2016. This promotional pricing has continued to be in force up to September 2016 and will continue until stock last. All these decisions have shaped the sales behavior for Lady Pepeta during the year.



Lady Pepeta Quarterly Sales & Distribution Trend in FY16



Increasing Demand for Lady Pepeta through Social Media

Given the limited stock for Lady Pepeta products in FY16, T-MARC continues to limit demand creation activities for Lady Pepeta to maintaining the brand's social media sites. Through social media, Lady Pepeta addresses female condom usage knowledge and promotion of availability sites for the brand. Lady Pepeta's Facebook fan base grew almost 3 fold from 970 people in September last year to 2,630 people currently. As with Dume, Lady Pepeta's dominant age group remains 18-34 years. The ratio of female fans is currently at 79% versus 21% males, majority living Dar es Salaam, Mbeya, Iringa, Arusha, Mwanza, Dodoma and Morogoro.



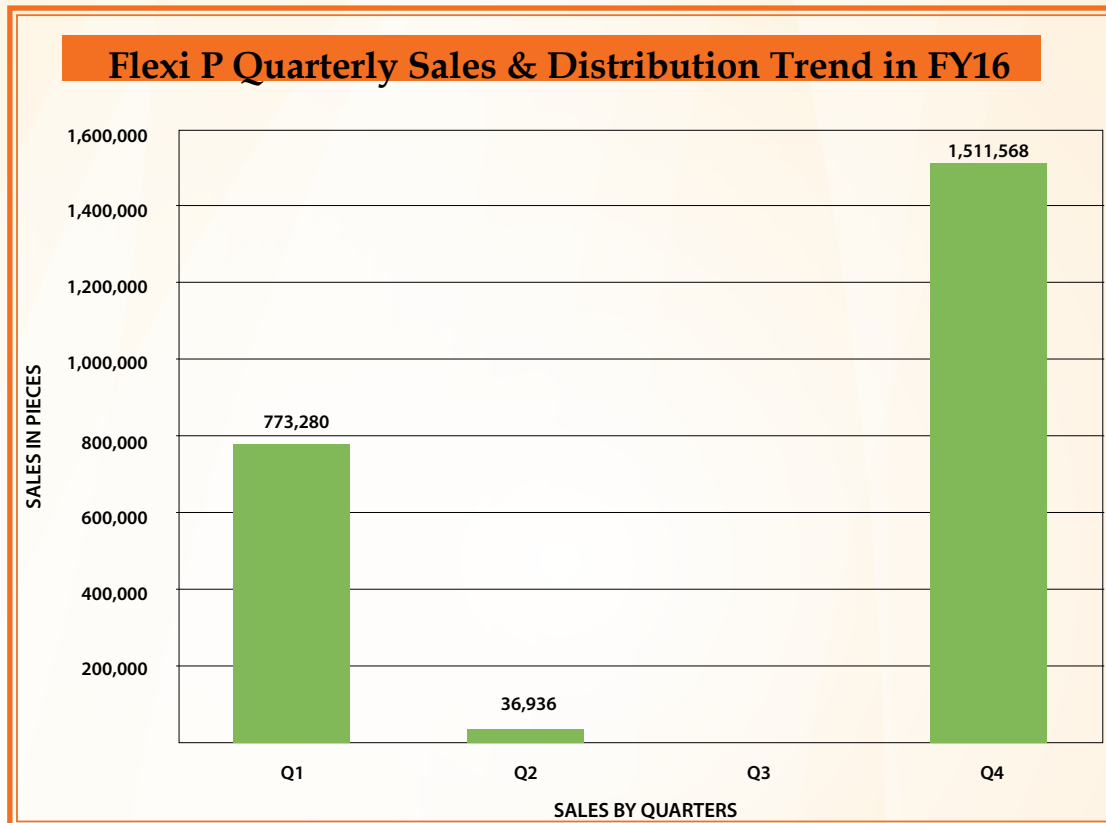
**USIONE AIBU KUBEBA
KONDOM YA LADY PAPETA**

**USISAHAU KUBEBA
KONDOM YA LADY PAPETA**



Family Planning - Flexi P Oral Contraceptive

In FY16 T-MARC sold a total of 2,654,208 cycles against a target of 2,352,560 cycles. The sales represent 113% on the annual target but it is slightly below previous year FY15 volume of 2,856,816 by 7%. Sales of Flexi P have been up and down during FY16 due to delayed registration with TFDA by Manufacturer -Bayer. Due to this, sales for Flexi P were suspended from January to February 2016 until when the distribution waiver was granted in March after which all the stocks on hand 367,360 cycles was sold out.



Flexi P Key Achievements

2,654,208 cycles units sold in FY16

1,015 reached through small group information sessions

992 ADDOS reached through youth friendly services campaign



Flexi P Promotions

To support knowledge of oral contraceptives and uptake of Flexi P among its target audience, three activities were implemented during this financial year as follows:

Flexi P sponsored family planning awareness activities during white ribbon day commemoration T-MARC through Flexi P was able to participate during the White Ribbon activities in Dar es Salaam.

Through Flexi P sponsored small group sessions, a total of 70 people (55 female and 15 male) were reached with family planning education and Flexi P brand messages.



Flexi P sponsored family planning awareness activities during community group meetings

T-MARC continued to leverage community group meetings as a platform to reach Flexi P's target audience with family planning education with emphasis on addressing oral contraceptive usage barriers and Flexi P brand promotion. This year these activities were held across low CPR region of Tabora and Flexi P's high sales volume region of Dar es Salaam. The campaign reached a total of 945 people (697 female/248 male)

ADDO Medical Detailing Campaign

Adolescent girls are biologically entering a new phase of life naturally leading them to be curious about sexual experimentation. However, many girls lack agency to negotiate condom use with their partners; and unmarried young women who do not yet have children have little societal permission to protect themselves by using other forms of contraception. To address this challenge T-MARC this year, piloted the promotion of youth friendly services with ADDO providers. T-MARC opted to pilot this initiative with ADDO service providers given the organizations experience working with ADDOs and their extensive reach in the community when compared to health facilities.

The campaign was implemented this year in two phases; phase one "the screening phase" entailed the selection of ADDO providers that demonstrated support or acceptance towards youth seeking family planning services. This phase was implemented through a mystery client modality where young women (trained by T-MARC) would visit ADDO outlets with a hypothetical family planning challenge, and would grade ADDO providers met during their visits based on how receptive they were to them. The providers that demonstrated willingness to serve the youth with family planning services were then shortlisted for the second phase of the campaign.

The second phase entailed the use of trained medical detailers to equip the selected "youth friendly" ADDO providers with basic skills for serving Adolescent Girls and Young Women (AGYW) including when to give referrals where applicable as well as knowledge on legality of serving this age group given that some providers fear the legal implications of serving clients under the age of 18 with family planning products. T-MARC also provided the trained ADDO providers with a list of Familia clinics in their respective areas for referral purposes and to ensure that girls receiving referrals from the youth friendly ADDO providers will also receive youth friendly services through the clinics they are referred to.

Through this campaign, T-MARC reached a total of 992 ADDO providers during the screening phase. Of the 992 providers reached during the screening phase, 206 were selected for the second phase and were trained on youth friendly services.

T-MARC continued to implement measures undertaken in FY15 to achieve operational sustainability. T-MARC implemented consultant recommendations on costs and revenue structures within the organization.



Other Key Interventions

Girls Empowerment Project- Hakuna Wasichoweza

In 2012, T-MARC started an innovative initiative with support from the United States Agency for International Development (USAID) and later Vodacom Tanzania Foundation to strengthen school attendance and educational performance of young girls in the Mtwara and Lindi regions where school dropout and truancy rates are high. The reality is that the challenge of managing menstruation causes some girls to miss school or drop out altogether. To address this critical issue, the project was designed to:

- provide low cost sanitary pads to 10,000 young girls in and out of school in Mtwara and Lindi regions of Tanzania to help them manage menstruation and improve their school attendance and performance;
- Enhance the HIV prevention knowledge levels of adolescent girls to encourage them to delay the onset of sexual debut and to reduce high risk sexual behaviors to reduce schoolgirl pregnancies, school drop outs and sexually transmitted diseases including HIV.
- Include an advocacy component to break the silence on menstrual hygiene management and its related challenges that will raise the public profile and awareness on the problem and result in more attention being paid to the matter at all levels.



Hakuna Wasichoweza Key Achievements

13 selected schools in Lindi conduct menstrual hygiene management outreach education sessions
 1,417 girls were recruited
 39 teachers recruited and trained as outreach educators
 7,290 pad packs distributed to 612 eligible girls
 25,646 subscribers registered under the SMS campaign in Dar es Salaam on the Menstrual Hygiene Management issues.

Community Mobilization and Demand Creation for Cervical Cancer Prevention and Control Services in Iringa

Tanzania suffers one of the highest cervical cancer burdens in the world and the highest in East Africa. Cervical cancer is the leading cause of cancer related morbidity and mortality of women in the country.

However limited knowledge amongst health care providers and the general public about cervical cancer burdens, its prevention and control services is one of the major challenges in implementing Tanzania's National Cervical Cancer Prevention and Control Strategic Plan (2011-2015).

T-MARC Tanzania alongside other partners secured funding from the Bristol Myers Squibb Foundation (BMSF) in 2015 to address the knowledge gap among health care providers and the general public about cervical cancer burdens, its prevention and control services. As such, T-MARC implemented the targeted community mobilization and sensitization activities to increase the uptake of cervical cancer screening and treatment services in Tanzania.

The cervical cancer intervention was implemented collaboratively between T-MARC Tanzania, the Ministry of Health, Community Development, Gender, Elderly and Children (MoHCDGEC), the Medical Women's Association of Tanzania (MEWATA), Wanawake and Maendeleo Foundation (WAMA), the Tanzania Youth Alliance (TAYOA) and the Mbeya HIV/AIDS Network (MHNT), all of whom played different roles according to their specified geographical coverage and areas of expertise. In Iringa T-MARC engaged three local CBOs namely TARWOC (Tanzania Rural Women and Children Foundation), KKJ (Kikosi Kazi Jamii) and IMO (Iringa Mercy Organization) to implement community mobilization and demand creation activities to promote the uptake of cervical cancer screening and treatment services across the four districts in Iringa.



The overall goal of the project is to reduce cervical cancer incidence, morbidity and mortality in Iringa by mobilizing the community and having 7,000 women screened at static sites in contributing to this goal the project has three objectives:

- Increase the awareness of cervical cancer prevention, screening and treatment services in Iringa.
- Increase the uptake of cervical cancer prevention, screening and treatment services amongst women aged 30 to 49 years residing in Iringa.
- Strengthen the capacity of Tanzanian CBOs and FBOs to develop, implement and sustain outreach interventions that significantly increase awareness and uptake levels for cervical cancer prevention, screening and treatment services.

Community Mobilization and Demand Creation for Cervical Cancer Prevention and Control Services in Iringa

- 19 Ward Officers reached through sensitization meeting
- 16,355 men and 42,399 women were sensitized on cervical cancer and the importance of early screening
- 14,094 eligible women were referred for cervical cancer screening and treatment services using the PRRR initiative community referral cards
- 2,014 referrals were successful and the cards were collected from the facilities
- A total of 4,883 women were screened via both routine health facility services and mass screening campaigns; 2,014 were reached via routine health facility services and 2,869 via two district level PRRR supported mass screening campaigns which were conducted in Kilolo and Iringa District Councils respectively

Mass Screening Results

FACILITY	MWATASI	LUKANI	POMERINI	UKWEGA	UHAMBI-NGETO	ILOLO MPYA	NYANG' ORO	GRAND TOTAL
TOTAL SCREENED	476	258	441	362	531	410	391	2869
HIV +	55	21	78	16	157	19	64	410
HIV -	262	237	319	210	157	324	291	2005
UNKOWN	159	0	44	136	12	67	36	454
VIA +	24	14	30	30	41	23	30	192
CRYO	20	14	29	31	41	22	30	187
LARGE LESSION	1	0	1	0	1	1	0	4
SUSPECT CANCER	3	0	0	0	1	2	1	7



Bus Transport Facilitation Support for Cervical Cancer patients from the regions to Ocean Road Cancer Institute (ORCI) and Bugando Medical Centre.



Cervical cancer is the most-common cancer and the leading cause of cancer-related deaths among Tanzanian women: 38.4% of all newly developed cancers in women in 2012; and 80% of women present with advanced-stage cancer. In 2010, the Tanzanian Government endorsed visual inspection with acetic acid (VIA) and cryotherapy, and, in 2011, adopted a five-year comprehensive plan to prevent cervical cancer. Pink Ribbon Red Ribbon (PRRR) adopted a regional approach in Tanzania, with plans to roll out “See-and-Treat” programs for cervical pre-cancer to 16 sites across Iringa and Mbeya Regions as well as the Lake Zone (Mwanza and Mara).



With support from the Vodacom Foundation, in July 2015 PRRR began an innovative partnership with T-MARC Tanzania and Comprehensive Community Based Rehabilitation in Tanzania (CCBRT) to transport patients with cervical cancer to Ocean Road Cancer Institute in Dar es Salaam for treatment. T-MARC provided bus transport facilitation support for Cervical Cancer Patients from Mbeya, Iringa and Mwanza to Ocean Road Cancer Institute (ORCI) and Bugando Medical Centre (BMC) was initiated with the aim of providing transportation services for as many as 750 patients with cervical cancer to travel from their homes to ORCI and BMC. Key objectives include:

- Increased access to cervical cancer treatment services at the Ocean Road Cancer Institute by women screened in Mbeya, Iringa, and Mwanza regions of Tanzania by the end of the project.
- Decrease in mortality rates attributed to cervical cancer.

The project has thus far supported 170 patients for treatment from the target regions. Ambassadors in each region receive positively screened patients and make the logistical arrangements to transport them for treatment in Dar es salaam. The patients are received by a champion (cancer survivor) who ensures that they are properly attended to at the Ocean Road Cancer Institute.

- **Engaged and oriented 9 CCBRT ambassadors, 1 ORCI focal person and 1 Cervical Cancer Champion on the project's scope of work, implementation strategy and cervical cancer basic knowledge.**
- **Conducted project introduction and briefing meetings with local stakeholders in Iringa, Mbeya and Mwanza regions.**
- **Defined and secured the regional medical officer's endorsement behind the bus transportation support eligibility criteria for patients.**
- **M - PESA remittance system set up**
- **Engaged bus transportation services via three companies for Mbeya, Iringa and Mwanza to Dar es Salaam and back route (JM, Sutco and Zuberi).**



T-MARC Tanzania Audited Financial Report – 2016



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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 19 to 44 which comprise statements of financial position as at 31 December 2016, and the statements of comprehensive income, statements 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 2016, and of its financial performance and its cash flow for the year then ended in accordance with International Financial Reporting Standards and the requirement of the Tanzanian Non-Government Organizations Acts, 2002.

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 2016 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.





INDEPENDENT AUDITORS' REPORT (Continued)

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.





INDEPENDENT AUDITORS' REPORT (Continued)

Auditor's responsibilities for the audit of the financial statements (continued)

- 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:

- 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;
- In our opinion, proper books of accounts have been kept by the Organization, so far as appears from our examination of those books;
- The directors' report is consistent with the financial statements,
- Information specified by law regarding directors' remuneration and transactions with the organization is disclosed; and
- The organization's financial statements are in agreement with the books of accounts.


Ernst & Young

Certified Public Accountants

Signed by: Neema Kiure Mssusa

Dar es Salaam

Date:  2017



T-MARC TANZANIA**STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME
FOR THE YEAR ENDED 31 DECEMBER 2016**

	Notes	2016		2015	
		PROJECTS & GRANTS TZS	T-MARC TANZANIA TZS	PROJECTS & GRANTS TZS	T-MARC TANZANIA TZS
REVENUE			TOTAL TZS		TOTAL TZS
Projects sales	7	-	803,502,740	-	835,758,050
Cost of projects sales	8	-	(1,335,394,662)	-	(2,830,847,279)
Loss on sales		-	(531,891,922)	-	(1,995,089,229)
Grants	9	3,446,394,489	3,446,394,489	4,516,432,422	4,516,432,422
Inventory donation amortization		-	1,335,394,662	-	2,830,847,278
Capital grant amortization		-	11,391,715	-	26,072,807
Other income	10	-	191,224,832	-	704,066,292
Total revenue		3,446,394,489	1,006,119,287	4,516,432,422	1,565,897,148
EXPENSES			4,452,513,776		6,082,329,570
Staff Cost	11	(368,353,103)	(116,668,566)	(1,399,276,851)	(1,537,597,791)
Staff fringe benefit	12	(515,489,400)	(35,253,360)	(513,335,946)	(654,855,670)
Consultants		(849,820,858)	-	-	-
Travel and transportation	13	(190,117,658)	(4,984,293)	(195,260,424)	(195,480,424)
Supplies and equipment	14	(200,177,107)	(39,850,400)	(97,020,659)	(97,020,659)
Other direct costs	15	(603,114,390)	(103,098,164)	(601,354,776)	(601,831,277)
Program activities	16	(771,987,151)	(11,242,374)	(2,705,715,284)	(2,714,665,113)
Interest earned		-	-	-	(162,300,137)
Projects sales expense		-	(803,502,740)	-	(835,758,050)
Depreciation		-	(46,115,833)	-	(26,072,807)
Total expenses		(3,499,059,667)	(1,160,715,730)	(5,511,963,940)	(6,825,581,928)
Surplus/(deficit)		(52,665,178)	(154,596,443)	(995,531,518)	(743,252,358)

T-MARC TANZANIA

STATEMENT OF FINANCIAL POSITION
AS AT 31 DECEMBER 2016

	Notes	2016 TZS	2015 TZS
ASSETS			
Non-current assets			
Property and equipment	17	1,154,900,802	1,140,422,035
Current assets			
Trade and other receivables	18	353,830,811	132,353,882
Placement in Bank M	19	-	2,166,388,993
Cash and cash equivalents	20	1,448,422,579	1,540,266,107
Inventory	21	984,231,279	1,489,143,508
		<u>2,786,484,669</u>	<u>5,328,152,490</u>
TOTAL ASSETS		<u>3,941,385,471</u>	<u>6,468,574,525</u>
ACCUMULATED FUNDS AND LIABILITIES			
Retained earnings		776,615,099	983,876,710
Skills development funds	26	390,758,555	367,063,825
Reserve from closed projects		669,475,062	504,245,443
Total accumulated funds		<u>1,836,848,716</u>	<u>1,855,185,978</u>
Non-current liabilities			
Deferred capital grants	22	30,678,801	42,070,516
Current liabilities			
Payables and accruals	23	49,603,213	259,409,657
Deferred inventory grants	24	984,241,932	913,306,708
Amount due to projects	25	1,040,012,809	3,398,601,666
Total liabilities		<u>2,073,857,953</u>	<u>4,571,318,031</u>
TOTAL ACCUMULATED FUNDS AND LIABILITIES		<u>3,941,385,471</u>	<u>6,468,574,525</u>

These financial statements were approved for issue by the Board of Directors on
29/06/2017 2017 and were signed on its behalf by:

Name: Charles Singani Title: CHAIRMAN Signature: [Signature]
Name: ALEX G. MGONGOLWA Title: V/CHAIRMAN Signature: [Signature]



T-MARC TANZANIA**STATEMENT OF CHANGES IN ACCUMULATED FUNDS
FOR THE YEAR ENDED 31 DECEMBER 2016****31 December 2016**

	Note	Retained Earnings	Skills Development Fund	Excess funds from closed projects	Total
		TZS	TZS	TZS	TZS
Balance as at 01 January 2016		983,876,710	367,063,825	504,245,443	1,855,185,978
Surplus for the year		(207,261,621)	-	-	(207,261,621)
SDF reserve for the year	26	-	23,694,734	-	23,694,734
Reserve from building repairs				51,606,058	51,606,058
Reserve from closed projects			-	113,623,561	113,623,561
Balance as at 31 December 2016		776,615,089	390,758,559	669,475,062	1,836,848,710

31 December 2015

	Note	Retained Earnings	Skills Development Fund	Excess funds from closed projects	Total
		TZS	TZS	TZS	TZS
Balance as at 01 January 2015		1,727,129,068	335,611,444	-	2,062,740,512
Surplus for the year		(743,252,358)	-	-	(743,252,358)
SDF reserve for the year	26	-	31,452,381	-	31,452,381
Reserve from closed projects		-	-	504,245,443	504,245,443
Balance as at 31 December 2015		983,876,710	367,063,825	504,245,443	1,855,185,978

T-MARC TANZANIA

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2016

	Notes	2016 TZS	2015 TZS
(Deficit)/surplus before adjustments		(207,261,621)	(743,252,358)
Adjustments for:			
Amortization of deferred capital grant		(11,391,715)	(26,072,807)
Depreciation		46,115,833	26,072,807
Transfer other reserve		165,229,619	504,245,443
Transfer to SDF reserve		23,694,734	31,452,381
Net cash flow before working capital changes		16,386,850	(207,554,534)
Changes in working capital			
Decrease in trade receivables		(221,476,930)	28,500,216
Increase in amounts due to projects		(2,358,588,857)	998,058,187
Increase/(decrease) in deferred inventory grant		70,935,223	(1,355,406,849)
Decrease/(increase) in inventory		504,912,228	1,355,406,850
Increase/(decrease) in payables and accruals		(209,806,444)	151,806,066
Net cash flow from operating activities		(2,197,637,930)	970,809,936
Cash flow from investing activities			
Placement with a bank		2,166,388,994	(95,668,390)
Purchase of office and warehouse building		(60,594,591)	(1,098,351,519)
Net cash flow from investing activities		2,105,794,403	(1,194,019,909)
(Decrease)/increase in cash and cash equivalent during the year		(91,843,527)	(1,106,141,205)
Cash and cash equivalents at the beginning of the year		1,540,266,107	1,763,476,080
Cash and cash equivalents as at 31 December	20	1,448,422,579	1,540,266,107



Partners and Donors

Partners

- Tanzania Ministry of Health, Community Development, Gender, Elderly and Children (MOHCDGEC)
- Ministry of Education, Science and Technology (MOEST)
- Tanzania Commission for AIDS (TACAIDS)
- Population Services International (PSI)
- Comprehensive Community Based Rehabilitation in Tanzania (CCBRT)
- Tanzania Rural Women and Children Development Foundation (TARWOC)
- Kikosi Kazi Jamii (KKJ)
- Iringa Mercy Organization (IMO)
- Medical Women Association of Tanzania (MEWATA)
- Jhpiego
- Tanzania Youth Alliance (TAYOA)
- Wanawake Na Maendeleo Foundation (WAMA)
- Mbeya HIV/ AIDS Network-Tanzania (MHNT)

Donors

- President's Emergency Plan for AIDS Relief (PEPFAR)
- United States Agency for International Development (USAID)
- Vodacom Tanzania Foundation
- Pink Ribbon Red Ribbon (PRRR)
- Susan G. Komen
- Bristol Myers Squibb Foundation (BMSF)-Secure the Future
- John Hopkins University



Notes

This image shows a full page of blank, lined notebook paper. The paper has a light cream or off-white color. It features horizontal orange lines spaced evenly apart, typical of standard notebook paper. On the left side, there is a vertical margin line, also in orange, creating a narrow left margin. The background of the paper has a subtle, repeating geometric pattern of triangles in shades of yellow and orange, which is more visible on the left side where it meets the margin. The overall appearance is clean and ready for writing.



T-MARC Tanzania

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