

USAID Afya Yangu PROGR

> USAID Afya Yangu

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ANNUAL REPORT 2021

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ACRONYMS & ABBREVIATIONS

Abbreviations Meaning

ADP Mbozi	Actions for Development Programmes
AGH	Amani Girls Home
AICT-Tabora	Africa Inland Church Tanzania - Tabora
AIDS	Acquired Immunodeficiency Syndrome
ARTS	Antiretroviral Theraphy
CHW	Community Health Workers
CoAC	Cooperative Agreement
COCODA	Concern of Orphans and Development Association
CV	Community Volunteer
DC	District Council
EIR	Effective Internet Rate
ELCT-ELVD	The Evangelical Lutheran Church of Tanzania - East of Lake Victoria Diocese
FHI 360	Family Health International
FIFO	First In First Out
FP	Family Planning
GBP	Great Britain Pound
HIV	Human Immunodeficiency Virus
HR	Human Resources
IESBA	International Ethical Standard Board for Accountants
IDYDC	Iringa Development of Youth Disabled and Children Care
IFRS	International Financial Reporting Standards
IPC	Interpersonal Communication
IPSAS	International Public Sector Accounting Standards
ISA	International Standards on Auditing
IUD	Inter Uterine Device
JIDA	Jikomboe Integral Development Association
KASODEFO	Kawiye Social Development Foundation
MEs	Medium Enterprises/entities
NBAA	National Board of Accountants and Auditors
NGO	Non-Government Organisation
NMB	National Microfinance Bank
NSSF	National Social Security Fund
PC	Peer Champions
PEPFAR	President Emergency Plan for AIDS Relief
PLHIV	People Living with HIV
Rafiki SDO	Rafiki Community Development Organization
RH	Reproductive Health
SBCC	Social and Behaviour Change Communication
SHDEPHA	Service, Health and Development for People Living with HIV/AIDS
SMEs	Small and Medium Enterprises/entities
TCWG	Those Charged With Governance
TDFT	Tabora Development Foundation Trust
TFRS	Tanzania Financial Reporting Standards
TMDA	Tanzania Medicine and Medical Devices Authority
USAID	United States Agency for International Development
USESA	United States Agency for International Development Social Entreprise Support Activity
VAT	Value Added Tax

Cos About T-MARC

T-MARC Tanzania is a local non-governmental not for profit organisation that originated from a USAID-funded project in 2005. It was first registered as a company in 2007 before becoming a fully NGO in 2011 under NGO Act 2002 with compliance certificate no 00001401.

Currently, T-MARC operates in all regions in Tanzania including Zanzibar with its main office and warehouse facilities in Dar es Salaam. The organization works in accordance with government policies for NGOs through the Ministry of Health (MoH).

Grass-roots activities are conducted with guidance from the President's Office Regional Administration and Local Government (PO-RALG). For regulatory purposes of the various health products and other services, T-MARC adheres to the rules and principles as provided by government Regulatory bodies – namely, the Tanzania

> Medicines and Devices Authority (TMDA) Tanzania Bureau of Standards (TBS) and O c c u p a t i o n a l Safety and Health Authority (OSHA) Tanzania.

T-MARC also possesses a solid reputation among international donors and key development partners. The organization takes advantage of the strong public and private sector relations inter-alia, through its strengthened management under the leadership of its competent Board of Directors- majority of whom hold senior management positions in the public and private sector.

The organization's socially marketed products and behaviour change communication initiatives address pertinent health issues in the areas of HIV and AIDS, Family Planning (FP), Tuberculosis (TB) and many Reproductive Maternal New-born, Child, and Adolescent Health (RMNCAH) packages encompassing child survival, water and sanitation, nutrition, and cervical cancer screening.

T-MARC works with the Tanzanian Commission for AIDS (TACAIDS), the National AIDS Control Programme (NACP) and stakeholders on the Total Market Approach (TMA) to support equitable access of condoms for sexually active adults in Tanzania. This impacts on reduced HIV/STI infection rates in the country

MISSION

T-MARC Tanzania's Mission is to provide services and quality health products for disease prevention, through innovative interventions and partnership to address key social and economic challenges - thereby contribute to the wellbeing of targeted communities in Tanzania.



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CORE VALUES

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





Innovation - At T-MARC we put innovation at the centre of our mission. We step out with innovative ideas and galvanize new partners to stay on the cutting edge of knowledge in social marketing to address challenges of our target communities.



Partnership – We partner with stakeholders including government, donors, and other 2 collaborating agencies to drive the mission, optimize resources and achieve desired success.

Accountability – We are a charitable organization committed to transparency in all our dealings. We hold ourselves answerable to donors, partners, and the beneficiaries of our programs.



Passion – We are passionate about the work we do. We are driven by a sense of purpose and desire to improve the social conditions of Tanzanian families and society in general.

Respect – Above all, we respect the people of Tanzania, our partners, and beneficiaries. We revere diversity, value abilities and competencies and work collaboratively with our target communities.



I am happy to inform you that 2021 has been an exciting year, Management and board of Directors completed a 2022-2026 Strategic Plan, that contains an integrated set of choices that the organization has made to achieve the vision of being the Centre of excellence for sustainable health development with capacity to overcome obstacles for the wellbeing of various communities in Tanzania: setting strategic direction of the organisation for the next five years. Our mandate as an organisation is; therefore, sustainable health and social impact on the lives of Tanzanians through the application of core competence in social marketing, communication, project management and partnership.

I am also happy to see the good work being rolled out by our other projects including the USAID Tulonge Afya Project which was closed in February 2022 and newly acquired project USAID Afya Yangu , which T-MARC is implementing in partnership with Deloitte and MDH. T-MARC has continued to distribute health related products under the USAID Social Enterprise Support Activity project.

On behalf of the Board of Directors, I am pleased to submit the 2021 annual report for T-MARC Tanzania.

Charles G. Singili Board Chairperson – T-MARC TANZANIA

BOARD MEMBERS

Our Board of Directors offer a diverse and synergistic range of experience in different areas of business & society .





Hello, Habari!

T-MARC's main objective in 2021 included an expansion of its product portfolio and market size, ensuring that organisation internal policies and procedures are suited to improve and accommodate larger grants, strengthen and establish new partnerships with stakeholders (including government), and meet our deliverables in projects we are engaged in.

To this end, I have been working closely with the Board of Directors and members of the Executive Committee to achieve the above and improve our internal processes and policies. An upgrade of our automated systems to integrate data from finance (including product sales), procurement and human resource management is completed, and the organisation is continuing to benefit from the automation of the processes to achieve efficiency.

T-MARC has continued to secure market share for the products that were launched in early 2020 including Flowless sanitary pads, Smiley Baby diaper and Harmony adult diaper.

In FY 21 also, we managed to launch Sales Force Automation (SFA) application that monitor our performance in the trade. All sales team members were trained and onboarded to use this mobile application and same will be extended to our Regional Distributors (RD) in FY 22. This application provides real time data of what exactly happening in trade, monitor performance, productivity and other trade indicators on daily basis and so improve our sales efficiency.

In FY 21, the organisation successfully closed Tulonge Afya project that was funded by USAID and was implemented in partnership with FHI 360 and nine (9) local organisations in 15 select districts across Iringa, Njombe, Shinyanga, Mwanza and Tabora regions.

I am grateful that the project has positively impacted the beneficiaries. I welcome you all to read our 2021 report.



Tumaini R. Kimasa Managing Director – T-MARC Tanzania

T-MARC ACTIVITIES

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USAID SOCIAL ENTERPRISE ACTIVITY (USESA)

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Tanzania is experiencing a generalized 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 (OCPs) through social marketing is an important means for ensuring women have access to modern family planning methods when they need them.

In alignment with these global goals and strategies, Tanzania adopted the 2016 UN General Assembly political declaration on ending the AIDS epidemic by 2030 and added a locally contextualized interim goal to further reduce new infections by **85%** by 2023, all from the 2010 baseline. Currently, Tanzania is implementing the fourth HIV Health Sector Strategic Plan (HSHSP IV) 2018 – 2022 and the fourth National Multisectoral HIV Framework (NMSF IV) 2018 – 2023. Both strategies ratify the UNAIDS fast track goals, aiming to end the AIDS epidemic by 2030. Furthermore, Tanzania has recently ratified the new Global AIDS Strategy, 2021-2026, that calls to "End Inequalities. End AIDS".



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The global AIDS strategy 2021 – 2026 seek to address the followings priorities:



Sustainability journey under USESA

The journey to self-reliance is a strategy implemented by USAID to support partners such as T-MARC Tanzania to strengthen organization capabilities and achieve locally sustained results. This imitative is done through the USAID Social Enterprise Activity (USESA). USESA 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 main objective of increasing the supply and sales of Dume Condom and Flexi P OCP's to target willing and able to pay Tanzanians. In executing this, USESA strive to achieve the followings:



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 (for HIV and FP related products) and other health related products owned by T-MARC Tanzania. In 2021 T-MARC continued to expand its coverage by servicing almost the entirety of mainland regions with regional distributors (RD) in 20 regions which serve nearby regions as well with a focus on eight high volume regions of Dar Dar es Salaam, Arusha, Dodoma, Mwanza, Kilimanjaro, Iringa, Kahama and Mbeya.

in 2021, T-MARC continued to embrace social enterprise approach to address the sustainability agenda by employing tools, techniques and aspects that provides full recoveries of all product costs – this is in line with T-MARC's target of ensuring sustainability without donor support by 2024. The project targets middle income audiences in urban and peri urban with ability to pay for the full commercial value of the products.

In summary, USESA managed the following in 2021:

- On ground distribution activities increased 16 regions coverage to 20 regions coverage with distributors all over the country
- Conduct MAP and OMNIBUS Survey to identify gaps and brand performance in the trade as well as consumer's perception of our brands
- Widen choice of contraceptive through introduction of Revoke which is an Emergency Oral Contraceptive (EOCP)
- Strengthen commodity procurement and stock management – minimize Out of Stock (OOS) for major brands
- Track and monitor trade performance in appeal to increase productivity and sales efficiencies through use of customized mobile application (Sales Force Automation – SFA) – all sales team trained and using it
- Improved brand awareness through Radio, Digital and social media, Visibility and trade activation – over 20M people were reached and over 9M engaged
- Conducted Flexi P medical detailing to ensure pharma channel is well engaged and promote its proper usage
- Leveraged multi sectoral strategic partnership with government agencies, donors and various partners – continue to participate in HIV / AIDS and FP Technical working groups, WAD sponsorship and participation, HIV / AIDS Youth symposiums and many more health-related platforms. Further, in 2021 T-MARC managed to forge partnership with various media houses to utilize their existing platforms.





Further to achieving all the above milestones, in 2021 T-MARC managed to distribute the followings:

- Dume Condom
 22,647,340 pieces
 Dume Classic
- **21,646,860 pieces** Dume Desire
- 1,000,480 pieces
 Flexi P Oral Contraceptive
 Pills 1,431,792 pieces

The achieved sales volume translates to the following social impact achievement:

Total DALYs averted 211,283



New Product

No new product that was introduced in the market in FY 21 rather T-MARC invested in supporting already existing new products (Smiley Baby Diapers, Harmony Adult Diaper, Flowless Sanitary Pads and Flowless Pantyliners).

Various marketing activities were conducted to support the brands ranging from retail trade listing, brand awareness, radio promotion, digital and social media, OOH billboards and trade activations. All these activities improved distribution delivered strong and exciting results that gives light to more growth chance for the brands. USESA record this as a success as no brand introduced in 2020 that has been discontinued or failed to command niche market.

Billboards and trade activations.

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The USAID Tulonge Afya project catalyzes opportunities for Tanzanians to improve their health status by transforming socio-cultural norms and supporting the adoption of healthier behaviors. By addressing key social and cultural norms and social behavior change (SBC) needs, USAID Tulonge Afya identifies the drivers of behaviors directly tied to health and leverages social and behavior change communication (SBCC) and other mutually reinforcing approaches to achieve the following results:

Result 1:

Result 2:

Improved ability of individuals to practice healthy behaviors

Strengthened community support for health behaviors

Result 3: Improved systems for coordination and implementation of SBCC interventions As a sub recipient to the prime partner, Family Health International (FHI360), TMARC Tanzania (T-MARC) played a significant role in achieving the result areas by tailoring USAID Tulonge Afya SBC strategies to regional needs and managing community level implementation of these strategies primarily across 15 of the 29 project enhanced districts.



During 2021 T-MARC Tanzania has implemented the following under the Tulonge Afya project

Through the Adult communication platform "Naweza" IPC activities, T-MARC reached **157,146** pregnant women and their partners with the Pregnancy and Childbirth packageexceeding its reach target by **233%**; and **249,596** parents and caregivers of children under five were with the Parenting and Caregiving Package **91%** achievement against its target.

Under the Youth Platform "Sitetereki", **141,163** out of school male youths and **135,572** female youths were reached with messages on condom use HIV testing, and modern family planning methods useachieving **194%** of annual target respectively.

Through the national test and treat campaign "Furaha Yangu", **248,983** people were reached with HIV testing and treatment messages. Which represents **104%** achievement against target. Additionally, through treatment advocates "Wakili Tiba" activities in Iringa, Njombe and Tabora, **31,648 (120%** of the annual target) People Living with HIV/AIDS (PLHIV) were reached with messages on adherence and retention to Antiretroviral Therapy (ART)), and index testing to their partners and biological children.

T-MARC implemented Implemented community radio programming and social media activities to support of Sitetereki, Naweza and Furaha Yangu.

T-MARC also managed to implement to implement Mother Meet Up events with the aim of empowering parents and caregivers with the information, motivation, skills and support (peer & community) that they need to adopt and maintain priority health behaviors that will protect the health and overall wellbeing of their child/children from birth through to 5 years, focusing on the first 1,000 days. 25 events were



USAID Afya Yangu PROGRAMS

Towards the end of the year, T-MARC partnered with Deloitte and MDH to implement USAID Tanzania Comprehensive Client-Centered Health Program HIV/TB Southern: (C3HP) also known as Afya Yangu project.

The project is for five years to December 2026 funded by the American People through USAID aiming at supporting the Government of Tanzania's (GOT) Ministry of Health (MoH) and the President's Office-Regional Administration and Local Government (PORALG) at the central level and in target Mainland regions to deliver high quality integrated HIV and TB prevention care and

treatment services that will improve health outcomes, particularly for youth and children.The C3HP HIV&TB Southern Program intends to increase the demand for and use of quality integrated HIV and Tuberculosis services in Iringa, Lindi, Morogoro, Mtwara, Njombe, and Ruvuma regions by improving access to quality services in facilities both and the surrounding communities, promoting positive health seeking behaviors among Tanzania's population, and enhancing the overall policy environment for HIV & TB service delivery.

The C3HP HIV&TB Southern Program activities are key to achieving USAID/Tanzania's Country Development Cooperation Strategy (CDCS) for the period 2020-2025.

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The CDCS focuses on youth and children as the current future and drivers of Tanzania's long-term development and prosperity. It emphasizes the needs of youth and young adults for quality public and private sector services that build their skills and productivity, while also focusing on the need for local leadership to create the community environment that allows young people to thrive in a way that will accelerate inclusive, broad-based growth

EXTRACTS OF THE AUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

T-MARC TANZANIA

STATEMENT OF FINANCIAL PERFORMANCE FOR THE YEAR ENDED 31 DECEMBER 2021

	NOTE	2021 TZS	2020 TZS		
Revenue from exchange transactions					
Sales	5	1,457,498,840	1,896,296,956		
Other income	6	190,147,316	196,680,578		
		1,647,646,156	2,092,977,534		
Revenue from non-exchange transactions					
Grants	7	12,844,081,199	21,258,556,647		
		12,844,081,199	21,258,556,647		
Total revenue		14,491,727,355	23,351,534,181		
Expenses					
Programme costs	8	10,473,311,967	18,960,672,389		
Cost of selling goods	9	1,834,002,192	2,177,279,913		
Administrative expenses	10	2,536,798,717	2,011,503,606		
Total expenses		14,844,112,876	23,149,455,908		
Surplus/(loss) before tax		(352,385,521)	202,078,273		
Taxation	11		(83,913,774)		
Surplus/(loss) for the period		(352,385,521)	118,164,499		

These financial statements were approved by the Board of Directors on $\frac{16^{11} \text{May}}{2022}$ and signed on its behalf by:

Charles Singili Chairman

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Tumaini R. M. Kimasa Managing Director

T-MARC TANZANIA

STATEMENT OF FINANCIAL POSITION AS AT 31 DECEMBER 2021

	NOTE	2021	2020
		TZS	TZS
ASSETS			
Current assets	10		01.000.000
Cash and cash equivalents	12	227,727,415	91,938,223
Receivables from exchange transactions	13 13	818,232,615	1,079,014,223 29,475,253
Receivables from non-exchange transactions	15 14	58,760,189 5,815,100,891	3,645,521,018
Inventories Deferred revenue	14	5,015,100,091	326,794,973
Deferred revenue	19	6 010 011 110	5,172,743,688
NT		6,919,821,110	3,172,743,000
Non-current assets	15	1,255,012,680	1,707,058,513
Property and equipment Intangible assets, Computer Software	15	295,389,358	1,707,000,010
Intangible assets, Computer Software	10		4 505 050 540
		1,550,402,038	1,707,058,513
TOTAL ASSETS		8,470,223,148	6,879,802,201
LIABILITIES			
Current liabilities			
Trade and other payables	17	667,876,506	841,579,324
Deferred inventory grant	18	5,815,100,891	3,645,521,018
Deferred revenue grant	19	122,051,170	-
Current income tax payable	11	1,536,385	123,221,080
		6,606,564,952	4,610,321,422
Non-current liabilities			
Deferred income tax	20	97,636,101	97,636,101
Deferred capital grants	21	337,302,934	426,589,350
		434,939,035	524,225,451
TOTAL LIABILITIES		7,041,503,987	5,134,546,873
NET ASSETS		1,428,719,161	1,745,255,328
NET ASSETS			
Net change in assets		1,428,719,161	1,745,255,328
Total net assets		1,428,719,161	1,745,255,328

These financial statements were approved by the Board of Directors on <u>16th May</u> 2022 and signed on its behalf by:

Charles Singili Chairman

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Tumaini R. M. Kimasa Managing Director

Independent auditor's report (Continued)

To the members of the T-MARC Tanzania

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion 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 on the other information 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.

Responsibility of the Directors and Those Charged with Governance

Management is responsible for the preparation and fair presentation of this financial statement in accordance with the International Public Sector Accounting Standards (IPSAS) and in the manner required by the Non-Governmental Organization (NGO) Act, 2002 (revised 2019), and for such internal controls as management determine is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, directors are responsible for assessing the ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless either management intend to liquidate the organization or cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Statement

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 auditors' 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 judgment and maintain professional skepticism 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.

Independent auditor's report (Continued)

To the members of the T-MARC Tanzania

- 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 Organisation's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- 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 Organisation's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' 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 auditors' report. However, future events or conditions may cause the Organisation 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.

We communicate with 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

As required by the NGO Act, 2002 we report to you, based on our audit that:

- in our opinion, proper accounting records have been kept by T-MARC Tanzania;
- the individual accounts are in agreement with the accounting records of the Organisation; and
- we obtained all the information and explanations which, to the best of our knowledge and belief, are necessary for the purposes of our audit.

PMCG Consulting Certified Public Accountants (T) Dar es Salaam Signed by: CPA Msimbwa Maila (ACPA 2150)

Date: 30/05/ 2022



Our Partners







































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