



# ANNUAL REPORT 2024



# A WORD FROM OUR BOARD CHAIRPERSON

As we reflect on 2024, I am incredibly proud of what Afri-glow International has achieved despite the challenges we faced. Through resilience, collaboration, and unwavering commitment, we have empowered young people and women with the skills, knowledge, and opportunities they need to create a better future.

Our journey has not been without obstacles, particularly in securing sustainable funding. However, our dedication to resource mobilization, strategic partnerships, and innovative solutions keeps us moving forward. Every milestone we have reached is a testament to the collective efforts of our team, volunteers, partners, and the communities we serve.

As we step into 2025, our vision remains clear to expand our impact, strengthen our initiatives, and continue advocating for youth and women's empowerment. I extend my deepest gratitude to everyone who has supported us on this journey. Together, we are shaping a future where every young person has the opportunity to thrive.



**CHRISTIAN MWABUKUSI**  
CHAIRMAN





## WHO WE ARE

Afri-Glow International was founded in 2020 by two young women, Kalvira Florry Masimango and Anna Joseph Umbu, who overcame challenging environments in Tanzania. After completing their education, they faced difficulties securing employment. Both are talented—Kalvira in music writing and singing, and Anna in art and painting. Despite their efforts to monetize their artistic skills, they lacked the necessary knowledge to do so effectively.

In August 2023, they registered Afri-Glow International as an organization dedicated to nurturing young talents and empowering youth. The organization's primary goal is to create a society that recognizes the potential of young people, provides equitable access to opportunities, and fosters self-reliance.

Afri-Glow focuses on equipping young individuals with skills to thrive in a competitive global market, enabling them to create employment opportunities for themselves after completing school. This mission is particularly important as Tanzania's free education policy has increased student enrollment rates, yet many graduates face significant challenges in securing employment upon graduation.

Afri-Glow develops programs in talent development and nurturing, technical, entrepreneurial, and soft skills, as well as digital literacy and social media marketing, to prepare youth for self-reliance and economic independence.

While currently focusing on Tanzanian communities, Afri-Glow International aspires to expand its initiatives across Africa and beyond, aiming to empower youth globally in the future.

## OUR VISION

Afri-glow International envisions a society that recognizes the potential of its youth, ensures equitable access to opportunities, and fosters self-reliance.

## OUR MISSION

To empower African communities by facilitating access to knowledge, building skills, and nurturing talents, thereby equipping youth to thrive in a competitive global market and create employment opportunities for themselves after completing school.







# OUR CORE VALUES

## Innovation

- Fostering creativity, adaptability, and continuous improvement through technology and innovation to drive positive change and empower individuals

## Impact

- Driving meaningful and lasting change by staying mission-focused and results-oriented in our work

## Integrity

- Upholding honesty, transparency, and accountability in all our actions to build strong relationships and credibility.



## SHELEADS HUB: EMPOWERING WOMEN FOR ECONOMIC INDEPENDENCE

SheLeads Hub is a project under Afri-glow International that aims to empower women with practical skills, financial literacy, and entrepreneurial knowledge to enhance their economic independence. The project focuses on equipping women, particularly in rural areas of Tanzania, with the tools needed to start and sustain their own businesses. With a goal to reach 3,000 women by 2028, SheLeads Hub seeks to create long-term opportunities for women to thrive in both personal and professional spaces, fostering self-reliance and financial stability.



**70** WOMEN REACHED

Launched in 2024 by Afri-glow International, the project has already trained 70 women in Arusha, Ilkiding'a ward in sewing, liquid soap making, entrepreneurship, business management, and marketing, integrating 21st-century skills to help them establish sustainable livelihoods.

**2.3%** TARGET REACHED

Beyond technical training, participants also gained financial literacy and business management skills, enabling them to make informed economic decisions and navigate the challenges of entrepreneurship. The program instilled confidence and resilience, creating a network of empowered women ready to contribute to their communities. By providing sustainable opportunities, SheLeads Hub continues to drive long-term economic growth and social impact.





## NEXTGEN LEADERS: SHAPING THE FUTURE OF YOUTH EMPOWERMENT

NextGen Leaders Initiative is a program under Afri-glow International designed to empower youth by equipping them with essential skills in digital literacy, business management, and entrepreneurship. The initiative aims to inspire and prepare the next generation of leaders by providing youth with the tools to succeed in the modern workforce and lead their own small enterprises. With a target to reach 5,000 youth by 2028, NextGen Leaders strives to create lasting change and economic empowerment for young people, particularly in underserved communities across Tanzania.

**50** YOUTH REACHED 20  
MALE & 30 FEMALE

In 2024, Afri-glow International, through the NextGen Leaders initiative, 50 youth in Arusha were successfully empowered by providing them with skills to lead and manage small businesses. The training focused on digital literacy, entrepreneurship, and business management, enabling youth to navigate the digital world, build sustainable businesses, enhance their employability, and improve their business operations through technology.



**2YSLA** CAPACITATED

The initiative also trained 2 Youth Savings and Loans Association poultry Groups (YSLs), empowering them with knowledge on financial management and business sustainability. This training not only strengthened their existing businesses but also encouraged a culture of entrepreneurship and community empowerment.





# NEXTGEN TALENT INITIATIVE

INextGen Talent Initiative is a program under Afri-glow International designed to empower children and youth by nurturing their talents and equipping them with 21st-century skills for economic independence. The initiative integrates digital literacy, creative arts, and sports, providing training in coding, graphic design, visual arts, athletics, music, dance, filmmaking, photography, poetry, drama, and fashion design. By combining talent development with entrepreneurship and technology, the program enables youth to develop marketable skills, enhance creativity, and access new opportunities.

As part of this initiative, Afri-glow International partnered with the Cultural Arts Center to host an Art Networking Festival in Arusha. The festival brought together children and youth from four schools and the USA River ward community, offering a platform to showcase their talents and connect with like-minded peers and mentors. The event highlighted cultural dance, painting, and visual arts, fostering confidence and creativity among participants.



Afri-glow International plans to partner with public schools in Arusha to establish NextGen Talent Clubs. These clubs will provide structured platforms for students to explore and develop their talents in arts, sports, and digital skills while preparing them for global career opportunities and competitions. The initiative aims to foster creativity, enhance self-reliance, and equip youth with practical skills that can lead to sustainable careers. By collaborating with schools, Afri-glow seeks to reach 5,000 young people by 2028, offer consistent mentorship, and create a sustainable talent development system that benefits both students and their communities.

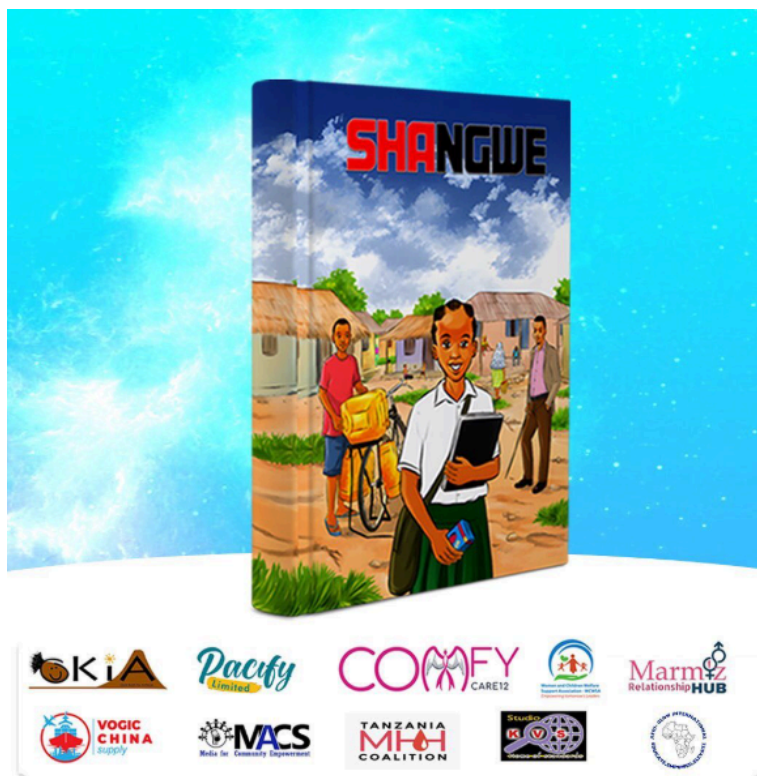




## SHANGWE: PROMOTING MENSTRUAL HYGIENE AWARENESS IN SCHOOLS

As part of Afri-glow International's mission to promote equitable opportunities and self-reliance, the organization advocates for a safe and supportive environment for young girls. Ensuring that girls have access to proper education and essential resources is crucial for empowering them to build a brighter future.

According to School WASH in Tanzania, despite progress in increasing school enrollment, dropout rates remain high among girls due to inadequate infrastructure and knowledge concerning menstrual hygiene management. As a result, completion rates for girls remain low, highlighting the urgent need to address quality education and menstrual health awareness.



In 2024, Afri-glow, in collaboration with other organizations, partnered with Mohammed Hammie to launch SHANGWE. Mohammed Hammie, a journalist specializing in Human Rights to Water and Sanitation, a storyteller for social change, and the author of SHANGWE, wrote the book to address menstrual hygiene challenges. The story follows a young girl who, after struggling with her first menstruation, starts a campaign to promote safe menstrual hygiene practices in schools. As part of this initiative, the book was distributed to 10 schools, equipping young girls with knowledge and confidence to manage menstruation while also fostering awareness among boys, encouraging them to support their peers and challenge menstrual stigma in schools and communities.



# 2024 Financial Summary



**\$2000 (up 80%)**

Founder Voluntary  
Donation

**( up 20% )**

in kind Donation



## CHALLENGES & SOLUTION

In 2024, Afri-glow International relied primarily on voluntary donations from the founder and in-kind contributions to implement its projects. However, the lack of sufficient funding limited the organization's ability to reach more youth and expand its impact. Despite these financial constraints, Afri-glow actively pursued funding opportunities by developing fundraising strategies and submitting grant proposals. These efforts aim to secure sustainable financial support, enabling the organization to scale its programs, empower more beneficiaries, and drive long-term community impact.

## 2025 PLANS

1. Increase employment rates among youth by 5% through targeted skills development and digital literacy training, equipping them with the necessary competencies to meet the evolving demands of the job market.
2. Nurture the talents of young people across various fields such as arts, sports, technology, and leadership, aiming to empower 2000 youth and children to excel in their chosen careers and contribute to their communities.
3. Support 500 women and youth farmers in rural areas by providing training in climate-smart agricultural practices, access to modern tools, and market linkages

## LESSONS LEARNED

As many youth in rural Tanzania continue to rely on agriculture as their primary source of income, we have learned that a significant number still depend on traditional farming methods that are often not environmentally sustainable. Additionally, limited access to markets remains a key challenge for these youth. To effectively empower them, it has become clear that introducing climate-smart farming techniques is crucial. Equally important is equipping them with the technology that not only enables access to broader markets but also provides valuable data to enhance productivity, improve decision-making, and support sustainable practices.



# THANK YOU



Thank you for taking the time to read Afri-glow International's 2024 Annual Report. Your support fuels our mission to empower youth and women. We appreciate our partners, donors, and volunteers for making our work possible. Together, we are creating opportunities for a brighter future.

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