

Annual Report 2012

tareto
maa



Dear Supporters,

Another year has passed for Tareto Maa and one which has seen considerable changes and progress. As this year unfolds more challenges lay ahead for us, as we continue to forge ahead with new projects whilst re-enforcing the existing work already achieved within the community.

2012 was our first year where we were not managing a major crisis, such as a large influx of girls seeking refuge from the previous year's circumcision season or such as a severe famine. It was a year of consolidation and stabilising the refuge centre's work as well as reaching out to the wider community. At the end of the year, a local campaign to promote the health of the girls and exploring an alternative rite of passage for them was held with much success. This was just one project that was achieved which gave Tareto Maa a greater strength, not only within Kilgoris but to an ever expanding audience.

For now, however, 2013 will see no loss of momentum with our efforts to fight for the children's rights and health and to reach out for support. We now have 104 girls at the centre and with more girls moving on to secondary education our costs are substantially increasing.

This means that we rely on your support as much as ever. Both exciting and challenging times lay ahead for Tareto Maa this year and we appreciate any help. On behalf of the girls we say a big thank you for supporting Tareto Maa.

Yours faithfully,

GLADYS KIRANTO

Gladys Kiranto





Extending the Tareto Maa Center

A new dormitory: Built out of stone

One very visible progression from last year was the construction of a new dormitory. Previously, the children had been dwelling in a makeshift corrugated steel building which leaked. Now the children are housed in a solid stone building which is equipped with more beds and has proper windows! The girls were overjoyed when they finally moved into the new dormitory in June.

The corrugated steel building now serves as a storage room, classroom and nursery.

School instituted – Victory at school competitions

Tareto Maa spent several months working closely with the local community to facilitate the building of a school. In January 2012, the Naitawang Riverside Academy opened with three forms (grade levels) and was issued an official license by the Kenyan government. At that time, the children had already won in local school competitions; most notably they received awards for singing and dancing (which are highly-prized traditions for the Maasai people). The children of our school were rewarded First Place in the Transmara District and proudly received Second Place among 100 schools of the whole Rift Valley Province.

In autumn 2012, we started building a further classroom which opened in January 2013. Also a nursery school for the boys and girls from the community has been added which is affiliated with the primary school.

Improvements to the Center

The existing facilities of the Tareto Maa Center were extended by the addition of new five restrooms and a new kitchen (which has a solid concrete floor instead of a mud floor). A second solar module was added to be a more consistent source of electricity. A newly donated computer is allowing the children to become acquainted with modern technology. Instead of having to fetch buckets of water, a generator and piping system allow water to be pumped from the nearby river directly to the Tareto Maa Center for washing and cleaning.

Farming allows Tareto Maa to become more self-sustaining

In 2011 Tareto Maa began the process of becoming more self-sustaining by growing a maize field and keeping two milk cows. We continued this initiative in 2012 with the construction of a hen house in which more than 30 chickens were kept. In addition, a small new vegetable garden was cultivated to expand the diet of the girls. We plan to continue this expansion with the purchase of land from a neighbour at the end of 2012 which will be used to grow maize and vegetables.





A letter from Tareto Maa's first graduate

I am Lydia, and I am the first girl of Tareto Maa who completed secondary school. Now I am waiting for the university selection which will take place in May. I hope that I achieve my dream of becoming a nurse and be of use in my society.

I knew of Tareto Maa through a friend who directed me to William. I told William about my escape from home, and as a Tareto Maa team member he informed me about the rescue center. Tareto Maa has helped me with my school education and has protected me from being circumcised by my parents and being forced to get married. In the center I feel at home and safe.

I would like to help young girls with less fortune and who went through the same problem I had before I joined Tareto Maa. Female Genital Mutilation can lead to death and causes infections like HIV/AIDS. It denies the children's rights and lowers their self-esteem. Furthermore it leads to difficulties when giving birth. Therefore I fight against FGM.

I was sponsored by the Kiva Group Harambe and I want to sincerely thank all supporters for helping me and the other girls at Tareto Maa.

Yours faithfully,

Lydia



72 sponsors helped the girls to attend school

Individual sponsorships are especially vital to the success of Tareto Maa as they enable the children to live in safety and attend school. Fortunately, our efforts at securing more sponsors have been met with great success. The number of children at the Tareto Maa Center who have a personal sponsor has risen from 38 to 72 during the past year. Thank you to all who have contributed! The children sent letters to their sponsors in August to personally thank them.

Financial report – Overview

In 2012, the Tareto Maa Organization had expenses of 4,704,850 Kenya Shillings (= \$55,353/ €42,772).

2,115,500 KES – nearly half of the budget (45%) – was spent for the girls' education and school attendance; 768,000 KES for further food and clothes; 1,021,000 KES for construction works (excluding school); and 422,700 KES – that equates to 9% – on administration and staff (childcare, cook, security, manager).

The revenues in 2011 amounted to 4,997,541 KES (= \$58,795/ €45,433). 4,364,845 KES were donations from supporters abroad.

The detailed audited report can be read here: <http://bit.ly/Z3qcWi>

Tareto Maa Deutschland (Germany) had revenues of €36,745 (= ca. \$47,500). €28,000 were transferred to Kenya; the bank fees amounted to €229. The balance is carry-over to 2013 (to cover the school fees in Kenya for term 1).



Communications, networking and building partnerships

A new website

In May 2012 we re-launched our www.tareto-maa.org website. It now features all our social networking links, project work and platforms for donations. It also reports current news and gives access to downloadable documents while displaying photos and videos from the Tareto Maa Center.

Donation platforms: Betterplace and Global Giving

Betterplace and Global Giving are our main platforms for fundraising on the Internet. On Betterplace, Tareto Maa has more than 500 donors worldwide and has received more than 1000 donations. Through Global Giving we have raised nearly \$15,000, with many followers giving re-occurring donations. Tareto Maa is continuously posting blogs and project announcements on Betterplace requesting funds for specific needs. For the donors on Global Giving we are writing a quarterly update report.



Social Media: Kiva and Dshini, Facebook and Twitter

Our communication on social networking sites such as Twitter and Facebook not only connects us with followers and forges bonds with other groups and individuals, but also imparts news within the wider world of FGM. Our Facebook group now has more than 200 members. Furthermore, many of our followers on Twitter work for organizations that fight against FGM and campaign for girls' rights.

Both Kiva.org and Dshini.net are a source of much appreciated support. On Kiva we have a support group with more than 1,000 members from all over the world. The Kiva Group Harambe, which was founded to sponsor girls in the Tareto Maa Center, funded school attendance for 8 girls. In addition, many members of our Kiva team have sponsored girls individually and have given considerable funds to our projects. Our supporters on Dshini.net have risen over 300 euro for Tareto Maa by clicking on our web link www.tinyurl.com/TaretoMaaClick.

Networking and telling the story of Tareto Maa

In the summer of 2012 meetings took place between the Tareto Maa UK team, Orchid Project and 28TooMany (aptly named after the 28 countries that are still practicing FGM). This resulted in Kelly Denise from 28TooMany visiting the site. A guest blog post written by Helen from Tareto Maa UK was featured on the website of 28TooMany.

A Facebooker suggested that Gladys' story should be submitted to the Worldpulse website's campaign on women and gender-based violence. The story was submitted and received excellent feedback by the Worldpulse community. The story was even passed on to other major news organisations and will be featured in the Worldpulse e-magazine!



Visit from afar: A joint safari, animal documentaries and a football tournament

In August, two guests visited the Tareto Maa Center for 10 days: Caroline from the USA and Armin from Germany. Their luggage included tons of toys (of which the Hula Hoops were the most favored) as well as books and pencils. During this time a small playground was opened, which was made possible thanks to a donor from Vienna. A swing, a rocker and two football goals – which were properly inaugurated with a football tournament.

In the evenings we screened animal documentaries and “The Lion King” with the children from a projector being shown on a white sheet that was spanned across a wall. The absolute highlight was a joint safari through the Maasai Mara Game Reserve, which is located only 50km from Tareto Maa. Most of the children had never seen lions, elephants, buffalos or giraffes before.

The stay of Caroline and Armin, however, also included work: the goal was to prepare a book project about Tareto Maa. The book’s aim is to include both pictures shot by Caroline, the photographer, and the stories of how and why the children have fled to Tareto Maa.



The Huru Kits arrive

The expense of using disposable sanitary wear was addressed by the arrival of Huru Kits in the late summer. Both for economic reasons and for environmental management, an organization based in Nairobi was contacted and an initial trial of four Huru Kits of reusable sanitary wear was conducted (by the way, “huru” is a word from Swahili and means “free”). The Huru Kits contain washable sanitary pads, two pairs of pants and a leaflet on HIV awareness. Each girl received one pack. The trial was a success and the girls appreciated the products. The cost of 65 Huru Kits for the girls needing these products was raised jointly on Betterplace, Kiva and our Facebook group. By the middle of December, the products were purchased and taken to the centre. The girls were all very happy to receive these products and are using them now.





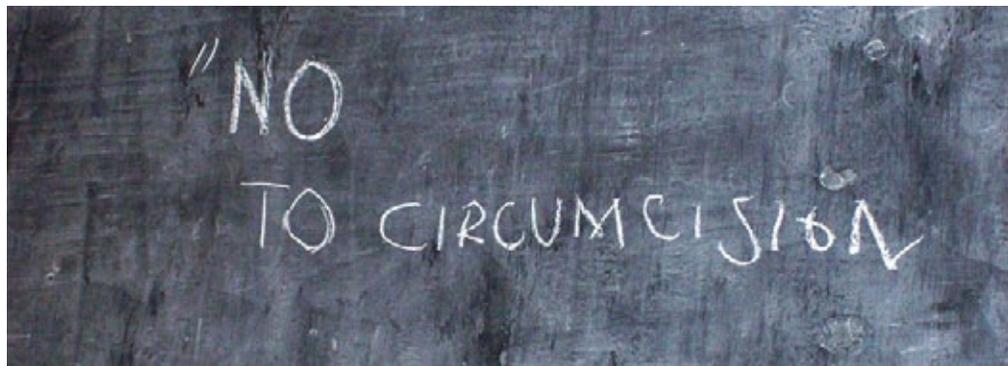
Community event: a boost to fight the mutilation of girls

As December marks the beginning of the “circumcision season”, we arranged a community event on Female Genital Mutilation (FGM) to spread awareness. This event was hosted by Tareto Maa together with the District Government and local NGOs.

In the first two days, around 180 girls attended seminars on sexual and reproductive health, e.g. HIV/AIDS. At the end of the seminar they celebrated an alternative rite of passage instead of their traditional circumcision.

Approximately 80 adults attended the final assembly, amongst whom were a very important Maasai chief, prominent local politicians and community elders, the health officer of the Transmara District and several journalists. A woman who had conducted cuttings in the past explained why she abandoned it and doctors spoke out in support of that decision.

Unanimously the participants decided not to tolerate FGM any longer. Of course this will not put an end to this practice immediately. However, it is an important step. Perhaps it was due to the success of this event that during December only 8 more girls had to request shelter at Tareto Maa.



Our On-site Manager: Mama Rona

Rona Narikungera is in charge of running the rescue center and of coordinating all activities of Tareto Maa in Kenya. She was a member of the team from the very beginning, and she is watching over the girls in the rescue center and the children in the Naitawang Riverside Academy which she oversees as well.

Many of the girls simply call her “Mama Rona” and Rona loves being with them. Whenever she has spare time, her favourite activity is listening to the songs and to the poems of the girls at Tareto Maa. Rona takes pride in what the group has achieved so far. For instance, that they managed to improve the food supply for the children: with the cows and the chickens which the team could buy due to the help of many supporters worldwide. The children are greatly enjoying the milk and the eggs. Another major step according to Rona was the new dormitory in which more than a hundred girls can stay now.

Looking to the future, Mama Rona hopes that Tareto Maa will be able to provide even more institutions which offer education and training to the girls who need support.





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Take action and donate

You can support Tareto Maa via online donation platforms or bank transfers.

Internet:

www.tareto-maa.org

www.betterplace.org/en/projects/1707

www.globalgiving.org/projects/9169

Bank accounts:

Tareto Maa Organization (Kenya)

KCB Kenya, Account Number: 1112597379, BIC SWIFT: KCBLKENX, Bank Branch: 234

Tareto Maa Deutschland

Berliner Volksbank, BIC SWIFT: BEVODEBB, IBAN: DE05100900002292163005

Tareto Maa UK

The Co-Operative Bank, BIC SWIFT: CPBKGB22, IBAN: GB80CPBK08929965417120

Imprint:

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Christmas campaign: Gift cards, Amazon links and YouTube video

One Christmas campaign idea was to offer gift certificates for the various needs of the children. For example, a gift of a fruit basket or a pair of shoes could be ordered. The person sending the gift card would know that the gift was going to someone who really needed it.

Also two new charity fundraising websites were accessed in Germany and the UK. Shopping online at major retail outlets, such as Amazon or eBay, now meant that part of the purchasing price automatically went to Tareto Maa – if you enter from a particular link (for the UK: www.easyfundraising.org.uk/causes/taretomaa, for Germany: www.shop2help.net/orgportal.php?orgid=2056.)

Finally, the bet of creating a pop song and posting it on YouTube in order to encourage donations proved to be both entertaining and successful. Armin and his German friends created a “boy band” and performed just in time to get a boost in donations before Christmas (510 euro were raised). The success of this video may lead to another song being created in the near future.





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We say thank you

We have so many people to thank for their support in 2012.

We do not want to mention any person by name, but we want to thank

All our supporters on Betterplace, Global Giving, Kiva, Facebook and Dshini

The 72 child sponsors who enabled a child to attend school with a monthly fee of 35 USD / 25 € (incl. the Kiva Group Harambe)

Many individual supporters who helped us with graphic design, computer skills, website re-launch, communications, and inspiration

The individual donors who helped, for instance, to finance the community event, to build the playgrounds and to enable the children's joint safari

The supporters who donated Tareto Maa gift cards instead of personal Christmas presents, and the "boy band" that recorded and performed a song for Christmas

The hospital and the pharmacy in Berlin that donated medicine, patches and disinfection liquids

The communications agency Navos that donated money for building a new kitchen

The company Casio Europe that lent us a projector to screen movies for the children (and the supporter who helped to organize this)

The medical practices in Germany that distributed information on Tareto Maa

The team members in Kenya, England, and Germany

Without you, the children of Tareto Maa would not have been safe and able to attend school in 2012!

