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WHO WE ARE AND WHAT WE DO

TUSONGE, a Swahili term meaning "Let's move forward together," embodies its collaborative spirit in action. Operating as an NGO in Tanzania, TUSONGE is dedicated to uplifting grassroots communities in the Kilimanjaro Region.

At its heart, TUSONGE's mission is simple: empower marginalized groups—women, men, youth, and people with disabilities—to thrive. We aim for prosperity, health, freedom, and active participation in a vibrant, sustainable economy, as outlined in their Mission Statement.

To achieve these goals, TUSONGE takes a hands-on approach. We focus on economic empowerment and advocate for equality. Our method? A mix of entrepreneurship, innovative business strategies, and spreading awareness about human rights.



A Message from the Executive Director

Dear Friends and Supporters,

I am delighted to present to you our quarterly newsletter, a testament to the remarkable progress and impact we've achieved together at TUSONGE COMMUNITY DEVELOPMENT ORGANIZATION. As we reflect on the past few months, I am filled with gratitude for your unwavering support and dedication to our cause.

In this edition, we celebrate several milestones that wouldn't have been possible without your generosity and commitment. TUSONGE CDO this quarter we are excited to share our New Strategic plan for five years 2024-2028 which is branded by the THEME: “EVERY VOICE COUNTS”.

TUSONGE in her journey for the next five years aim to ensure inclusion of all voices to all what is planned as a strategy to create OWNERSHIP and SUSTAINABILITY. Efforts for the next five years will be directed to ensure promotion of sustainable livelihood and care economy, Social justice and inclusion, Organization capacity enhancement.

Within those three components, TUSONGE will strive to integrate aspects of environmental conservation and resilience, and Sexual reproductive health to adolescent girls. TUSONGE expanded her reach by contracting new partnership with likeminded organizations and partners like World Unite.

TUSONGE community interventions on Marketing and business development, entrepreneurship interventions, human rights



and gender trainings were among key actions implemented in this quarter, all these actions added a step towards achieving TUSONGE mission each achievement represents a step forward in our mission to enable marginalized women, men, youth and children to create prosperity, health, freedom and contribute to vibrant care economies.

Looking ahead, we are excited to share our strategic plan for the upcoming year. Guided by our core values and driven by our passion for change. With your continued support, I am confident that we will make even greater strides towards creating a society where people enjoy equal rights to sustainable livelihood, well-being, and play developmental roles as committed citizens in our communities.

I want to take this opportunity to express my deepest gratitude to our dedicated staff, volunteers, and partners who work tirelessly to bring our vision to life. Your passion and commitment inspire us every day, and I am honoured to work alongside such an extraordinary team.

PIONEERING PROGRESS: TUSONGE'S NEW YEAR AND STRATEGIC JOURNEY

Stepping into the new year, TUSONGE is doubly excited. Not only are we embracing fresh beginnings, but we're also launching our third Five-Year Strategic Plan! This roadmap will be our compass, steering our efforts until 2028 and ensuring an even brighter future for the communities we serve.

As we bid farewell to our previous strategic plan, which commenced in 2019 and concluded last year (2023), we reflect with gratitude on the privilege of the past five years. Throughout this transformative journey, we've cultivated invaluable partnerships, gleaned vital lessons, and seized numerous opportunities.

These experiences have fortified our resolve and deepened our commitment to our mission. As we embark on this new chapter, we carry forward the wisdom and insights garnered, confident that they will continue to guide us toward sustained excellence in all facets of our work at TUSONGE.

In our new strategic plan, we are preserving all that worked while adding exciting new elements. It's like building on a strong foundation: we've got three main focuses—sustainable livelihood and care economy, social justice and inclusion, and organizational enhancement. But we are also expanding our scope with new areas like environmental conservation and resilience, and sexual reproductive health rights. We believe that the blending of the new and old makes us seasoned and experienced players in community development.

We extend our sincere gratitude to numerous groups and individuals whose contributions have brought this strategic plan to fruition. Special thanks to the Board of Directors for their invaluable strategic guidance, the dedicated TUSONGE management team, governmental authorities, and all stakeholders involved. It is through your collective support and collaboration that we are empowered to realize our vision and serve our communities effectively.

Strategic Plan 2024-28

SOCIAL PURPOSE ENTERPRISE

TUSONGE's Managing director was invited to participate in the CSW68 in March 2024. She was one of among the team of the panelist who were invited to share their organization experience on the SOCIAL PURPOSE ENTERPRISE.

TUSONGE's director shared the experience on how the use of the social purpose enterprise have contributed to promote public education to advance understanding their role in advancing gender equality.

TUSONGE shared the following approaches which proved to be relevant and result oriented:

- Accessibility of Resources: eg training programs, loans, business mentorship tailored to the women in rural areas
- Practically TUSONGE with the technical and financial support of its many partners has mobilized, and formulated 70 rural women economic groups each with 30 women, known as VSLA (Village, Saving and Loan associations) popularly known in Tanzania as VICOBA) and trained on SME , financial literacy eg budgeting, saving culture and tracking income Vs Expenditures of their enterprises
- Understanding the need to ensure inclusivity in the economic empowerment process by living NO ONE BEHIND 140 were Women PWDs were trained on Vocational Education training such as beekeeping, Poultry keeping, making tie and batik, and making soap. -To date they have formed their own association to continue supporting each other and run advocacy campaigns to influence policy and attitude changes towards PWDs
- Men Engage- Awareness raising on equal



access to resources and opportunities to the wider public- A group of men/young one was formulated as a strategy to continue advocating for equal access of economic resources and opportunities to by to all people. A total of 85 Male gender champions were formed in in three communities Arusha, Kilimanjaro and Singida) promoting equal access to economic resources and opportunities

- Gender and Leadership school clubs:- Formation and training of primary and secondary schools on gender and leadership rights as a strategy to address long term effects of less women representation in leadership and decision-making platforms.
- TUSONGE feels addressing economic needs is of utmost importance while striving to work on the other social challenges which have haunted women and other marginalized groups for so long.



"Empowering Women: TUSONGE's Impact on International Women's Day and Beyond"

Celebrating International Women’s Day (IWD) serves as a pivotal moment for both governmental and non-governmental organizations (NGOs) to reaffirm their commitment to gender equality, applaud the accomplishments of women, and raise awareness about women’s rights.

Additionally, it presents an ideal platform for showcasing women-owned businesses, thus opening up avenues for expanded market opportunities.

In collaboration with stakeholders from governmental and non-governmental sectors, TUSONGE actively participated in organizing and participating in IWD celebrations. Women beneficiaries from Siha District (Biriri and Ivaeny wards) and Moshi Rural (Mbokomu and Kahe Magharibi ward) seized the opportunity to exhibit their diverse array of products, including wine, vegetables, fruits, and handcrafted items such as baskets, hats, and Maasai clothing.

This event not only provided them with a platform to showcase their talents but also enabled them to explore potential new markets for their products.



Furthermore, in the final year of AEHRE project activities, a celebratory event was organized at TUSONGE premises on the occasion of International Women’s Day, inviting 24 women beneficiaries from Maruvangu, Biriri, Sokoni 1, and Bomambuzi wards.

The theme, "Invest in women: Accelerate progress in national development and community welfare," set the tone for discussions centered around gender equality and women's participation in local government elections.

During the event, participants shared experiences, addressing challenges such as social norms, financial barriers, and inadequate leadership capacities that hinder women's engagement in decision-making processes.

The dialogue culminated in actionable recommendations aimed at empowering women to actively engage in the upcoming elections. These recommendations included initiatives such as voter registration drives, encouraging women to contest for positions, mentorship programs for young female candidates, and advocacy for inclusive election processes.

Fostering Student Engagement TUSONGE's Efforts in Establishing Gender School Clubs to Combat Gender-Based Violence



During this period, TUSONGE has been actively involved in implementing initiatives aimed at establishing gender school clubs in two primary schools within Kahe Magharibi ward, specifically Mawala and Kahe.

The primary objective behind these clubs is to raise awareness and combat various forms of Gender-Based Violence (GBV) targeting children in primary education, including issues such as child marriage, female genital mutilation (FGM), and other forms of GBV.

Through the formulation of these clubs, TUSONGE seeks to empower students and equip them with the knowledge and tools necessary to address and prevent GBV within their school communities.

In the process of establishing the gender school clubs, TUSONGE organized sessions where children from Mawala and Kahe primary schools, along with their teachers, were invited to share their insights and ideas.

Through participatory methodologies such as group discussions, presentations, songs, and energizers, the children actively contributed their thoughts, which were then incorporated into the development of the club's training curriculum.

This inclusive approach not only fosters ownership among the students but also ensures that the curriculum reflects their unique perspectives and experiences, ultimately enhancing the effectiveness of the club in addressing GBV issues within the school environment



"Empowering Women in Leadership: Tusonge's Community Awareness Campaign in Singida Region

Tusonge conducted a community awareness campaign at the main market in Ipembe ward, Singida region and Kilombero market in Arusha City Council, targeting 1500 local sellers and over 10,000 customers and passers-by.

The campaign team, consisting of 24 individuals (17 females, 7 males, and 2 persons with disabilities) in Singida and 22 (15 beneficiaries and 7 panelists) in Arusha city Council, aimed to raise awareness and promote opportunities for women in leadership positions.

They sought to address economic barriers, discriminatory attitudes, and systemic obstacles hindering women's advancement.

During the campaign, individual women and girls' entrepreneurs were encouraged to learn about women's rights, the importance of women in leadership, and the challenges faced by women during leadership contests.

As a result of these efforts, awareness of women's rights increased by more than 60% among the public.



Real-life examples of women leaders were cited, making the messages understandable and engaging to the audience.

Additionally, 4000 flyers were distributed to both men, women, and girls at the market, highlighting the importance of women in leadership and the advantages it brings. These initiatives aimed to foster recognition of women's contributions and to encourage greater gender equality in leadership roles



Embracing Collective Impact: Concluding Reflections from TUSONGE

To conclude the quarterly newsletter, we can highlight the collective impact of TUSONGE's efforts across various initiatives. This could include a reflection on the accomplishments achieved during the period, the empowerment of women and communities, and the strides made towards promoting gender equality and combating gender-based violence.

Additionally, expressing gratitude to partners, stakeholders, and supporters for their contributions would be appropriate. Finally, looking ahead to future endeavors and the continued commitment to creating positive change could provide a hopeful and inspiring note to conclude the newsletter.

In closing, it's essential to recognize the transformative power of collective action. Every individual, every initiative, and every partnership plays a crucial role in advancing our shared vision of a more equitable and inclusive society.

As we reflect on the past quarter's achievements, let us also acknowledge the ongoing journey ahead. Challenges may arise, but with unwavering dedication and collaboration, we are confident in our ability to overcome them.

Looking forward, TUSONGE remains steadfast in its commitment to empowering marginalized communities, promoting gender equality, and fostering sustainable development. We are excited about the opportunities that lie ahead and are eager to continue making a positive impact in the lives of those we serve. Together, we can build a brighter, more equitable future for all.



Inside this issue of TUSONGE's quarterly newsletter, discover empowering stories of community engagement, gender equality initiatives, and transformative leadership. From celebrating International Women's Day to fostering awareness campaigns and establishing gender school clubs, TUSONGE continues its commitment to empowering marginalized communities. Join us as we reflect on our achievements, express gratitude to our partners, and look forward to a future of collective impact and positive change. Together, let's build a brighter, more equitable world for all

TUSONGE C.D.O LEARNING CENTRE



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