



*Pink Box*

# 2023 ANNUAL REPORT



**The Pink Box Initiative**

# LIST OF ABBREVIATIONS

DC	District Council
EAC	East Africa Commission
GBV	Gender-Based Violence
HIV	Human Immunodeficiency Virus
ICPD	International Conference on Population Development
IWD	International Women's Day
MHH	Menstrual Health Hygiene
NGO	Non-Governmental Organization
OVAH	Our Voices Against Harassment
PBI	The Pink Box Initiative
SRH	Sexual Reproductive Health
WASH	Water, Sanitation, and Hygiene

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# MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Donors, Friends of The Pink Box Initiative, Grantee Partners, Beneficiaries, and Implementation Partners, Welcome to The Pink Box Initiative's 2023 annual report. We are grateful for your continued support and partnership in our mission to empower vulnerable women and girls in Tanzania. Through your generosity and collaboration, we have achieved significant progress in promoting menstrual hygiene, sexual reproductive health education, and entrepreneurship training among women and girls living in vulnerable conditions.

In 2023, we reached 1,962 individuals through various programs, including 1,482 females and 480 males. Our Girl Programme in the Magu District Council educated young girls below 12 on the importance of education, engaging students, teachers, parents, and community leaders through school outreach, club activities, and dialogues. This resulted in increased awareness and advocacy for a twelve-year education for girls within the community. Our Jiongeze School Outreach and School Club programs promoted gender equality, menstrual hygiene management, and eliminating gender-based violence among primary and secondary school students. Through innovative activities, we empowered students to become advocates for change and champions of peace and unity in their schools and communities. Additionally, our Twenzetu Kitaa Outreach program supported orphanage centers, fostering a culture of giving and solidarity within the community.

Our collaborations with organizations such as the Menstrual Health Hygiene Coalition and the Binti Salha Foundation helped us amplify our impact and advocate for policy change at regional and national levels. Through youth-led training, we empowered young people to advocate for sexual and reproductive health rights and hold governments accountable. Despite ongoing challenges, including cultural barriers and financial constraints, we remain committed to addressing these issues through community engagement, sustainable funding, and empowerment programs for girls and women. With your continued support and collaboration, we are confident in our ability to create a more equitable and inclusive society where every woman and girl has the opportunity to thrive. Thank you for being part of The Pink Box Initiative's journey towards a brighter future for women and girls in Tanzania.

Warm regards,  
Alice Ahadi Magaka  
Executive Director  
The Pink Box Initiative

# INTRODUCTION

## **About the Organization**

The Pink Box Initiative is a non-government organization with registration number 00NGO/R/1442 registered in Tanzania. The organization works to eradicate period taboos and empower vulnerable women through menstrual hygiene and sexual reproductive health education, sexual abuse awareness training, and entrepreneurship training. We work directly with schools, communities, and organizations that work with vulnerable women, such as women living with disabilities, women living in extreme poverty, and domestic workers.

## **Our Objective**

To promote good health and well-being for adolescent girls and young women in Tanzania.

## **Our Vision**

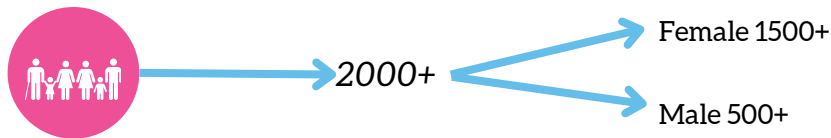
We envision shaping the future of adolescent girls and young women living in vulnerable conditions from the schoolroom to the community.

## **Mission Statement**

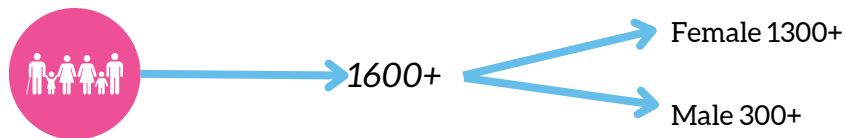
To equip adolescent girls and young women living in vulnerable conditions with sustainable knowledge of menstrual hygiene management, sexual abuse awareness, and economic empowerment to be able to make responsible and informed decisions regarding their sexual, and reproductive health, and financial independence.

# SUMMARY/ INTERACTIONS

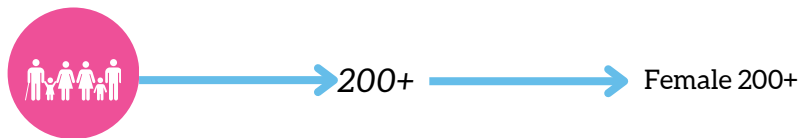
## Total Face To Face Interactions



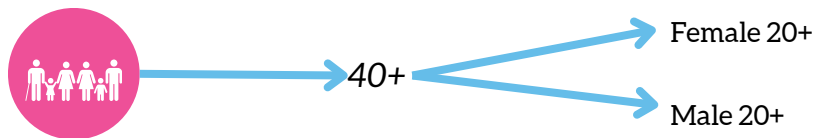
## Girl Program



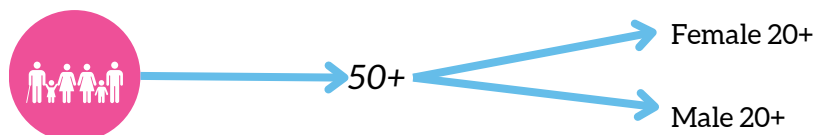
## Jlongeze School Outreach



## Jlongeze School Clubs



## Twenzetu Kitaa Outreach



# PBI PROGRAMS 2023

1

## Girl Program

- Bujora Primary School
- Chabula Primary School
- Bukandwe Secondary School
- Nyanguge Secondary School
- Kitumba Secondary School

2

## Jiongeze School Outreach

- Temeke Secondary School
- Hondogo Secondary School

3

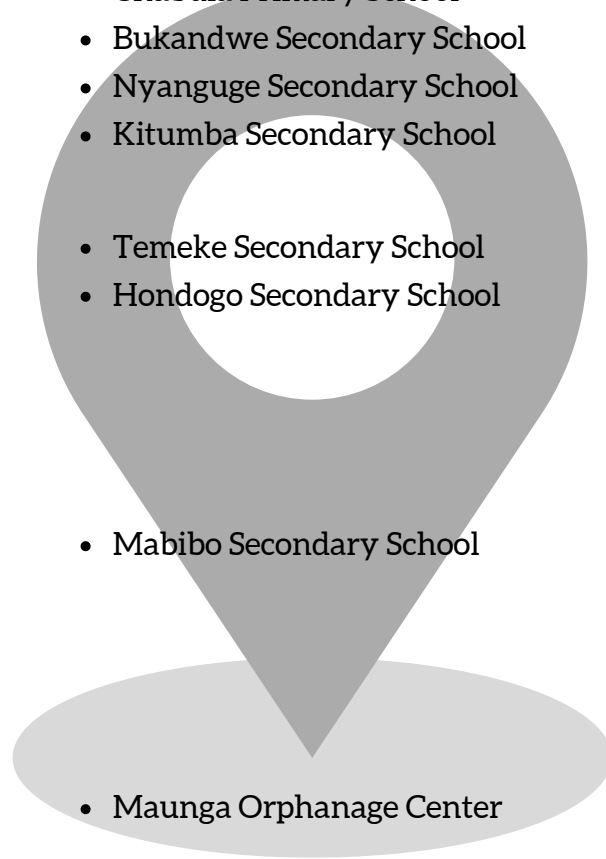
## Jiongeze School Club

- Mabibo Secondary School

4

## Twenzetu Kitaa Outreach

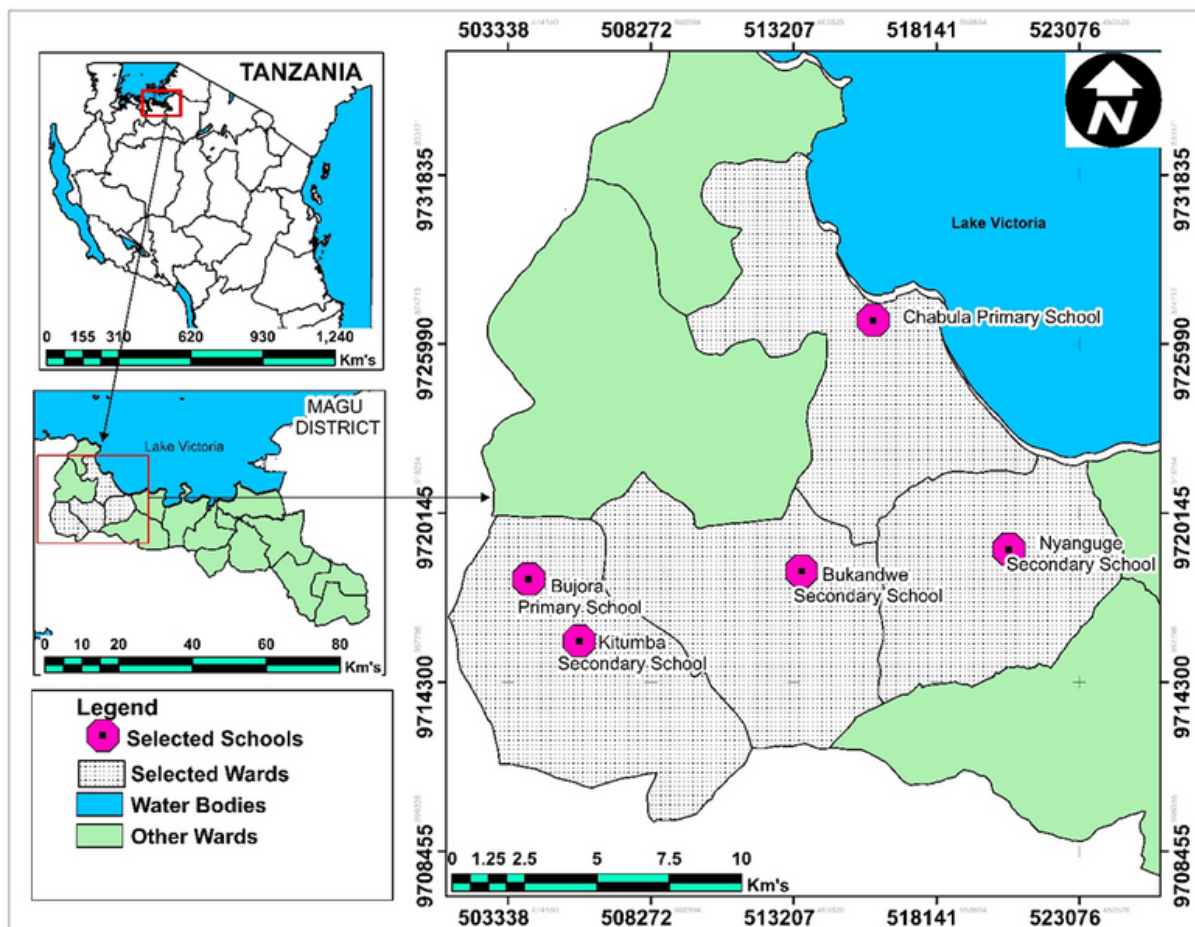
- Maunga Orphanage Center



# Girl Program

The project implemented within five wards of the Magu District Council in the Mwanza region. The two-year project is being funded by the Malala Fund. The project aims to educate and address to the community the importance of education for young girls below 12 years old.

## Project Area (Map)



*A map locate five schools benefited with the Girl Program project in Magu district*

## Beneficiaries

- Primary and secondary school students,
- District and Ward education officers,
- Primary and secondary school teachers,
- Health department staff,
- Parents/guardians,
- Leaders and administrators of village and hamlet governments, and
- The community at large.



## Discussion on the importance of education for the girl child in the community through female student clubs in primary and secondary schools.

Through the female student clubs, a commendable effort was demonstrated by PBI in addressing the importance of education to young girls. The school club activities focus on educating the importance of education and installing confidence in young girls at school. As well as identifying barriers faced by girls that hinder their access to education.



Picture: PBI Project Officer Miss Verdiana Joseph addressing the importance of education to young girls at Bukandwe Secondary School.

The club activities were to capacitate female students in the school to participate in the necessary steps to encourage twelve-year education for the girls, build confidence in becoming future leaders, and identify obstacles (such as gender-based violence, and lack of puberty education) to achieving their goals.

### Beneficiaries

Students from;

- Bujora Primary School,
- Chabula Primary School,
- Bukandwe Secondary School,
- Nyanguge Secondary School, and
- Kitumba Secondary School.

### Face to face interactions

1100+ Girls 1000+  
Boys 100+



## Success of Student Clubs

The club activities in 5 schools create a platform for dialogue and advocacy on girls' education. By involving these schools and their female student clubs, the PBI has established a network for promoting the importance of a twelve-year education for girls within the community. It demonstrates an initial step towards raising awareness and fostering a supportive environment for girls' education.



### Lesson Learnt from Student Clubs

To eradicate education discrimination and violence against girls in society, it is also important that a group of boys be involved in The Pink Box Programme, rather than educating a group of girls alone.

### Dialogue with the communities to discuss the importance of education for girls in society.



In rural societies, there is a problem of girls being forgotten in attaining education. Hence the PBI organized the dialogue with parents and guardians of Chabula village to educate and address the importance of education for young girls, especially 12-year-old girls. The dialogues aimed to awareness to parents and guardians on the importance of discriminating against a girl, especially in the right to education.

## Beneficiaries

- Parents and guardians of Chabula village
- Magu District Education Officer,
- Special Education Officer,
- Magu District Registrar,
- Village Chairman and Hamlet chairmen

## Face to face interactions

160+

Female 110+

Male 50+



## Success of the Dialogue

The participants identify and acknowledge specific barriers that hinder girls' access to education within the community as well as recommend the possible solutions to these challenges within their village.

## Lesson Learnt from the Dialogue

The parents and guardians in Chibula village emphasize the importance of cultural sensitivity and community engagement in promoting young girls' education.

## Open dialogue for the community on the importance of enrolling children in school

The PBI in collaboration with Beyond Giving Tanzania, organized a community mobilization activity in the open area (Mkapa Grounds) in Kisesa ward. The aim was to emphasize the importance of parents prioritizing the enrollment of their children in school. This activity sought to increase community awareness by informing parents and guardians about the significance of education and the opportunities it can provide for their children's future.

Furthermore, the dialogue aimed to identify and address specific obstacles hindering children's enrollment, including financial constraints and social or cultural norms. Through targeted awareness efforts, these barriers found solutions by engaging citizens in public meetings.



**Beneficiaries**

- Parents and guardians,
- Special Education Officer,
- Community Development Officer,
- Social Welfare Officer, and
- Education and Planning Officer.

**Face to face interactions**

390+ Female 280+  
Males 100+

**Success of the Dialogue**

The community has identified and pledged to address obstacles preventing parents/guardians from prioritizing their children's enrollment in school. This includes financial barriers, lack of awareness about education, and social and cultural obstacles.



**Lesson Learnt from the Dialogue**

To change attitudes and beliefs and influence people's opinions about the importance of education, there is a need to strengthen communication and provide real-life examples related to daily life to make the message clear and powerful.

# Success Story



“My name is Lucy Boniface Ryoba, and I am a student at Kitumba Secondary School. I want to share how the Girl Program, implemented by the Pink Box Initiative, has transformed my life and the lives of many other girls in our school and community at large. Before the Girl Program, I used to feel unsure about my future. I didn't have much confidence in myself, and I often felt like I didn't belong. However, everything changed when the Pink Box Initiative introduced the student club activities at our school.

Being part of the club activities has been life-changing. I have learned so much about the importance of education and the power of confidence. Through the club activities, we discuss topics like gender equality, overcoming obstacles, and staying motivated. These discussions have not only educated me but have also empowered me to believe in myself and my abilities.

One of the most impactful experiences for me was when we had a dialogue with our community about the importance of education for girls. I never realized how many barriers there were for girls like me to access education. Through this dialogue, I learned that together, we can break down these barriers and create a more inclusive society.

Overall, the Girl Program has given me hope for a better future. I now believe that I can achieve anything I set my mind to, and I am determined to make a difference in my community. I am grateful to the Pink Box Initiative for believing in us and for empowering us to become confident and educated young women.”

# JIONGEZE SCHOOL OUTREACH

Jiongeze School Outreaches is a comprehensive educational initiative aimed at addressing critical issues related to Gender-Based Violence (GBV), Sexual and Reproductive Health (SRH), Water, Sanitation, and Hygiene (WASH), and promoting Gender Equality among primary and secondary school students and their teachers. This project recognizes the importance of reaching out to both girls and boys to create a safe, inclusive, and empowering educational environment.

## Promote and raise awareness of the importance of technology and innovation to female students at Temeke secondary school



To commemorate the 2023 International Women's Day (IWD), the PBI organized the outreach program at Temeke secondary school to promote and raise awareness among female students about technology and innovation.

The PBI other issues through their presentation to students, such as fighting gender biases and bringing attention to issues such as gender equality, reproductive rights, and violence and abuse against women.

### Beneficiaries

- Female students
- Female teachers

### Face to face interactions

Girls 40+  
40+  
Female 1+

### Success of the Outreach

Strengthens the connection between a student's education and changes in technology and innovation.  
Raise awareness of gender equality and gender equity in technology and innovation issues.

### Lesson Learnt from the Outreach

Throughout the outreach program, it became evident that creating a supportive and inclusive environment is essential to engaging female students in technology and innovation.

## Addressing the importance of good menstrual hygiene management at school level, Hondogo secondary school.

To commemorate the international menstrual hygiene day the PBI organized an outreach program at Hondogo secondary school. The outreach program aimed to address the importance of good menstrual hygiene management at the school level to female students and female teachers. .



The PBI addressed other issues to the students, such as how students should maintain good morals to achieve their academic goals. The PBI provided four boxes of non-reusable sanitary pads of which over 100 girls benefited from the pads

### Beneficiaries

- Female students
- Female teachers

### Face to face interactions

160+

Girls 160+

Female 4+

### Success of the Outreach

Students and teachers have been equipped with the proper ways to maintain good menstrual hygiene management at school level, such the proper use of sanitary pads, the proper disposal of the sanitary pads.

Breaking harmful taboos about periods and raise awareness about current gaps in menstrual products education and facilities.



### Lesson Learnt from the Outreach

The school headteacher has stated that the PBI is the first NGO to organize an outreach program in his school in a period of 4 years, hence he encourages more of the outreach programs should be organized in rural schools too. The PBI learned that many schools in the peri-urban areas have been forgotten in various projects, so there is a need for those schools to be given priority according to the need as they are given to urban schools.

# JIONGEZE SCHOOL CLUBS

The Jiongeze School Clubs program aimed at promoting gender equality, empowering female students, eradicating period taboos, and eliminating gender-based violence (GBV) in primary and secondary schools. The program targets both students and teachers, encompassing both girls and boys with a primary focus on the empowerment of the girl child.

## Commonwealth Flag Risen at Mabibo secondary School

On the commemoration of Commonwealth Day the PBI organized the commonwealth flag risen at Mabibo secondary school. The flag-ridden celebration aimed to encourage students to foster peace and unity within the school and their communities, creating a better nation for present and future generations.



### Face to face interactions

Girls 20+ <sup>40+</sup> Boys 20+

### Beneficiaries

- Girl students
- Boy teachers

The activity aimed to raise awareness among students about the importance of peace and unity, Commonwealth operations, as well as the Queen Commonwealth Trust, and how they could benefit from both the Commonwealth and the Queen Commonwealth Trust.

### Success of Flag Risen Activity

- Promote and raise awareness of the importance of peace and unity.
- Promote and raise awareness about the commonwealth.



# TWENZETU KITAA OUTREACH

Twenzetu Kitaa outreach program was initiated to represent all programs with direct community involvement that will be held by the PBI. Those programs aim to promote and protect the well-being and welfare of the community as well as address critical issues related to gender-based violence (GBV), sexual and reproductive health (SRH), water, sanitation, and hygiene (WASH), and promote gender equality. The program targets both community members and their leaders, emphasizing the involvement of both females and males to create a holistic, inclusive, and sustainable impact.

## Twenzetu Kitaa Charity (Maunga Orphanage Centre)

The PBI organized the charity event at Maunga orphanage centre which helped to create a vibrant community by inspiring and facilitating a culture of giving. The aim was to help children with important needs eg school items, to raise awareness of child protection and to promote menstrual health hygiene



In promoting menstrual hygiene, the PBI successfully provided 2 cartons of sanitary pads to 16 adolescent girls at the center. Additionally, the organization supplied school items, including 20 cartons of exercise books, 5 boxes of pens, 4 dozen pencils, and 15 meters of fabric for school uniforms, to 45 students residing in the center. To enhance living conditions, the organization also distributed 10 pairs mosquito nets and 10 pairs of bedsheets.

### Beneficiaries

- Children residing in the center
- Maunga centre leaders
- Matron and Patron

### Face to face interactions

50+  
Female 20+  
Male 20+

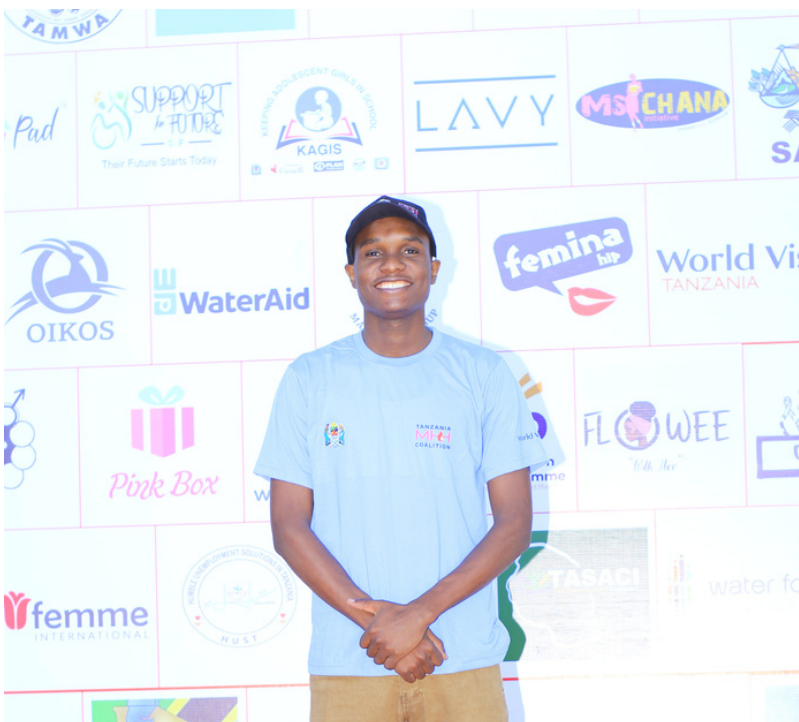
### Success of the Outreach

- Increasing a caring environment to the needs by demonstrating a giving culture to other people.
- Imparting knowledge and raising awareness among the orphanage center leaders on children's protection.

# COLLABORATION WITH OTHER ORGANIZATIONS

## Menstrual Health Hygiene Coalition Meeting in Dodoma

In commemoration of International Menstrual Hygiene Day, the PBI participated and collaborated in the menstrual health hygiene (MHH) Coalition meeting held in Dodoma, in May 2023. MHH coalition is a combination of non-governmental organizations working on safe menstruation for girls and women in Tanzania. The MHH coalition meeting brought together different stakeholders from research institutes, non-government organizations, and the government to discuss menstrual hygiene challenges and possible solutions to the identified challenges.



### Participants

- Members of the coalition (NGOs)
- Research institutions (based on menstrual hygiene research)
- Students
- Government officials (Ministry of Health)

### Areas for Consideration

- Increasing the availability, accessibility, and safety of menstrual supplies,
- Promoting the proper uses of menstrual equipment,
- Increase the accessibility of water and latrines facilities in schools specifically in villages,
- The provision of menstrual health education in rural areas as well as the provision of education and menstrual equipment considering people with disabilities and those with special needs.

### Success of the Meeting

1. The meeting facilitated collaboration among diverse stakeholders, including NGOs, research institutes, government officials, and students, fostering a supportive network dedicated to addressing menstrual hygiene challenges.
2. By bringing together experts and stakeholders, the meeting successfully identified crucial areas requiring attention to enhance menstrual health hygiene for girls and women.
3. The meeting generated actionable recommendations aimed at improving menstrual health hygiene at various levels.

## Youth-led Training on the East African SRHR Bill and ICPD 25 Commitments

The PBI and Binti Salha Foundation organized the youth-led training on the EAC sexual reproductive health bill and ICPD 25. The training brought together youth-led organizations from across Dar es Salaam. The training aimed to raise awareness, fostering advocacy, and develop a joint action plan to champion the East African SRH Bill and monitor the progress of ICPD 25 Commitments in Tanzania.



*Picture: Salha Azizi the executive director of Binti Salha Foundation facilitating the youth-led organization training on EAC SRH Bills and ICPD Commitments.*

### Objectives

The training had three primary objectives:

1. To increase awareness of the EAC Bill and ICPD25 among youth-led organizations in Tanzania. This was achieved through informative sessions, expert presentations, and interactive discussions.
2. To create an advocacy forum for Youth-led organizations to champion the EAC Bill and track ICPD25 Commitments in the country. This involved encouraging participants to exchange ideas, experiences, and strategies for effective advocacy.
3. To develop a joint action plan to advocate for the EAC Bill and ICPD25 Commitments. The joint action plan would guide the collective efforts of Youth-led Organizations in advocating for the adoption of the EAC Bill and monitoring the progress of ICPD 25 Commitments at both national and regional levels.

## Action Plans

Some Action Plans from Youth Representatives in Our Training on ICPD 25 Commitments & EAC SRH Bill.

1. To involve youth in the implementation process through dedicated breakout sessions and consultations.
2. To increase awareness and education on reproductive health, gender equality, and access to education among youth through targeted campaigns and initiatives.
3. Encourage youth to advocate for the implementation of ICPD 25 commitments in their communities and countries, and provide them with the necessary resources and support.
4. Leverage technology and social media to amplify the voices of youth and create a movement for change.
5. To hold governments accountable for their commitments by monitoring and reporting on progress towards achieving the ICPD 25 goals.
6. To ensure that the needs and perspectives of marginalized groups, including young people, are taken into account in the implementation of the ICPD 25 commitments.
7. To foster partnerships between youth organizations, civil society, and governments to facilitate collaboration and exchange of best practices.
8. To allocate sufficient resources to support the implementation of the ICPD 25 commitments, including funding for youth-led initiatives and programs.



## Outcomes of Training

As a result of the Youth-led Training on the East African SRH Bill and ICPD 25 Commitments, several key outcomes were achieved.

1. Participants left the training with a deeper understanding of the EAC Bill and a heightened awareness of the importance of ICPD 25 Commitments.
2. A vibrant advocacy forum was established, fostering collaboration among Youth-led Organizations to advance SRH agendas.
3. A comprehensive action plan was developed, outlining specific activities and strategies to promote the EAC Bill and ensure the realization of ICPD 25 Commitments.

## Youth Dialogue on the East African SRHR Bill and ICPD 25 Commitments

The PBI and Binti Salha Foundation organized the youth dialogue to discuss the East African SRH Bill and ICPD 25 Commitments. The youth dialogue brought together Youth from different organizations and small entrepreneurs (Wamachinga) in Dar es Salaam to increase awareness, foster advocacy, and develop a joint action plan to champion the East African SRH Bill and monitor the progress of ICPD 25 Commitments in Tanzania. The youth dialogue focused on addressing the sexual and reproductive health needs and rights of youth and ways of holding the governments accountable for their commitments to the ICPD agenda.



### Youth Suggestions

01. Ensuring that healthcare providers are trained to provide youth-friendly services that are non-judgmental, confidential, and culturally sensitive.

02. Increasing access to sexual and reproductive health services, including contraception, HIV testing, and treatment.

03. Providing comprehensive sexuality education in schools that is age-appropriate, evidence-based, and culturally sensitive.

04. Ensuring that school health programs address the physical, mental, and emotional health needs of young people.

05. Creating economic opportunities for young people through job training programs, entrepreneurship support, and access to finance.

06. Promoting policies that support youth employment, including tax incentives for businesses that hire young people.

### Success of the Youth Dialogue

01. Youth engaging in discussions and advocacy to ensure that the SRH Bill and ICPD 25 commitments prioritize the rights of young people in the region.

02. Youth suggesting ways of holding governments accountable for implementing and fulfilling their commitments under the ICPD agenda, including allocating resources and implementing policies that benefit youth.

03. Youth sharing personal experiences and concerns related to sexual and reproductive health, as well as the challenges they face in accessing healthcare and information.

04. Youth participating in the development and refinement of policies and legislation, such as the EAC SRH Bill, to make them more inclusive and responsive to the needs of young people.

## Tuungane Kujenga Jamii Salama Campaign

The PBI collaborated with the Our Voices Against Harassment (OVAH) and other 20 organizations across 8 regions to champion the campaign on 16 days of activism against gender-based violence against women and young girls in Tanzania. The 16 days of activism against GBV emphasizes the violation of human rights through violence against women.

Tuungane kujenga jamii salama campaign aimed to empower girls and women, engage stakeholders and raise awareness about gender-based violence. The campaign interventions focused on training, sensitization, media awareness, survivor stories, and engaging traditional leaders.

### Campaign period

2 weeks (November 25 – December 10, 2023)

### Main objective

To combat and reduce gender-based violence against women and young girls in Tanzania.

### Outcomes

1. Train and build the capacity of 250 stakeholders.
2. Empower over 1500 girls and women through sensitization efforts.
3. Mobilize community's mindset and behavioral change.
4. Engage over 1000 people in the online campaign.

The 16 days of activism against GBV in Tanzania aimed to make a significant impact through a diverse range of activities and collaborations. The collective effort of steering committee and stakeholders reinforces the commitment to creating a safer and more inclusive society free from gender-based violence.



### Lesson Learnt

Collaboration and multi-faceted approaches are essential in combating gender-based violence (GBV) and promoting gender equality. The Tuungane Kujenga Jamii Salama Campaign, in collaboration with multiple organizations and stakeholders, demonstrates the power of collective action in addressing GBV. By combining efforts in training, sensitization, media awareness, survivor stories, and engaging traditional leaders, the campaign was able to reach a wider audience and mobilize communities for change. This highlights the importance of diverse strategies and partnerships in creating a safer and more inclusive society for women and young girls.

# CHALLENGES

## **Cultural Barriers**

Deep-rooted cultural norms and practices hinder the acceptance of the PBI in promoting girls' education and menstrual hygiene management in rural areas.

## **Financial Constraints**

Limited financial resources limit the implementation of comprehensive programs run by the PBI, especially in rural and marginalized areas.

## **Gender-Based Violence**

Persistent gender-based violence in the community poses a significant barrier to girls' in attaining education and their overall well-being.

## **Lack of Awareness**

Many community members lack awareness regarding the importance of education for girls and the significance of menstrual hygiene management.

## **Access to Resources**

Unequal access to resources such as sanitary pads, educational materials, and healthcare facilities hinders girls' participation and retention in school.

## **Policy Implementation**

Despite the commitments of the government and different stakeholders, challenges arise in effectively implementing policies related to sexual and reproductive health rights and girls' education at the grassroots level.

# RECOMMENDATIONS

## **Community Engagement**

There should be continuous dialogue and engagement with community members to address cultural barriers and increase awareness about the importance of girls' education and menstrual hygiene management.

## **Financial Support**

There should be sustainable funding sources secured to ensure the effective implementation and expansion of programs, especially in underserved and rural areas.

## **Empowerment Programs**

There should be more empowerment programs to be developed and implemented for girls to build their confidence, resilience, and leadership skills, enabling them to overcome challenges such as gender-based violence.

## **Comprehensive Education**

There should be an integration of comprehensive sex education into school curricula to address taboos surrounding menstruation, promote gender equality, and provide accurate information on sexual and reproductive health.

## **Resource Allocation**

Resource allocation should be prioritized to ensure equitable access to essential resources such as sanitary pads, educational materials, and healthcare facilities, particularly in rural and marginalized communities.

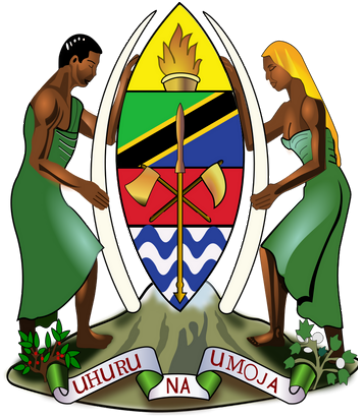
## **Policy Advocacy**

There should be an advocacy for the development and enforcement of policies that support girls' education, menstrual hygiene management, and sexual and reproductive health, ensuring meaningful implementation at the grassroots level.



# OUR PARTNERS

## Government



01. Ministry of Health
02. Ministry of Community Development, Gender, Women and Special Groups
03. President's Office - Regional Administration and Local Government

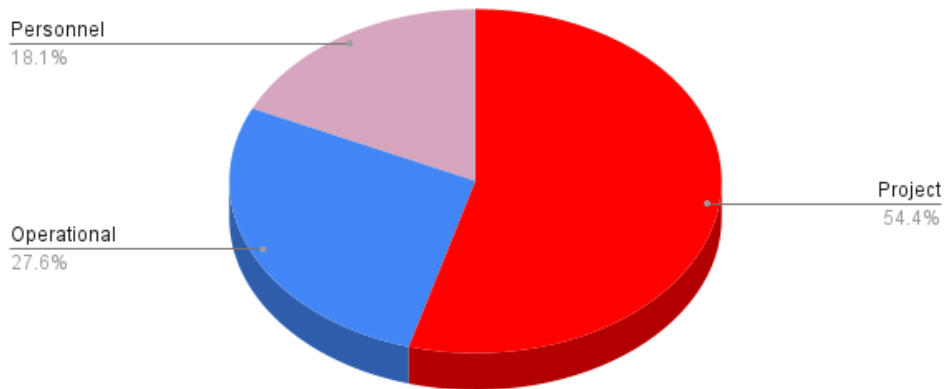
## Development Partners



# FINANCIAL UPDATES

In 2023, The Pink Box Initiative raised a total of \$17,080

2023 Expenses



**\$9285**

Projects - 54.4%



**\$3086**

Personnel - 18.1%



**\$4709**

Operational - 27.6%

# Contact Us

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