



ANNUAL ACTIVITY REPORT

2019

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Introduction

In any community positive change or transformation can only be achieved with a simple intention; to make a valuable difference.

Zara Charity has been actively engaged in advancing sustainable development and giving back to the community. Over the years Zara Charity has morphed into a crucial part of the Tanzania's Tourism host community in which its founding company Zara Tanzania adventures (Zara Tours) operates. The Charity plays a crucial role in reaching out and supporting vulnerable /marginalized communities and is at the forefront of propelling the global sustainable development goals through its various outreach projects.

2019 was ground breaking in so many ways for Zara charity sustainable tourism projects from climate change and biodiversity conservation, Cleaning up the oceans, an anti-plastic pollution campaign, cleaning up Mt. Kilimanjaro, the launch of our own tree nursery for various afforestation projects; we focused on local community development and sustainability by increasing opportunities for the youth, finding volunteers who engaged in local community development and outreach activities, offered more educational programs targeting Children in marginalized communities, Maasai Women, Mountain porters and guides. Most of our goals were achieved by building strategic partnership with various organizations globally in efforts to advance the global Sustainable Development Goals, this commitment was further solidified by Zara Charity joining the United Nations Global Compact in Tanzania.

This report summarizes our annual work plan and the measures put in place to ensure our work is impactful and sustainable. This can be broken down as specified below:

- Planning, integrating and management
- Monitoring and evaluating all the projects under the organization
- Women Support and empowerment
- Education and child growth
- Health and safety
- Economic development in the tourism industry
- Environmental awareness and conservation.

As part of our ongoing commitment to ensure sustainable development and economic empowerment in our community we continue to link our projects and the initiatives we support with international travel industry and all global citizens who are willing to participate in such activities.

1. Educational Programs and Child growth.

- **Ngorongoro Maasai Pre-School.**

Zara Charity is a strong believer of education for empowerment. The Charity has built a school where children under seven years of age are educated free of charge. The Charity runs the facility with 95 kids, all from the Maasai nomadic pastoralists, The School is the only source of primary education in the area.

Unlike most rural Tanzanian schools where children attend school with no electricity which is a great limitation on their education Zara Charity has tried to facilitate sustainable lighting solutions for its facilities. However following an expansion and the need for renovation it needs help to achieve some of its lighting targets for the schools

New panels and new batteries will be used for Isirwa campus for the classroom (reading and also at the kitchen) and new batteries are needed at Endulen campus(boarding campus) following a malfunction win the old batteries. Our target is USD 4000. We would be delighted if joined hands with us by contributing towards raising funds for our lighting solutions.

- **Children centers and pre-school around at Kilimanjaro region.**

In 2019, zara charity continued supporting several schools around Kilimanjaro region. The support has been both financially, materially and patronage. The schools and centers are Kilimanjaro children foundation, Salama Centre, Endevesi in Same and Community center for all youth in Moshi. Both schools and centers share almost the same characteristics being with children from underprivilege families, orphans and street children.

Volunteers from zara charity spent time with the children at these centres teaching them and supporting them. Additionally, zara charity provided food, uniforms, shoes, toys, stationaries, rent bills and electricity as due in the variouscentres.

- **Extra curricular activities for the youth: Meet our rising football stars from Pasua, Moshi**

Zara believes in building responsible citizens and an upright community. In efforts to groom local talent and engage the youth in positive and productive sports activities that can open up future opportunities and help build careers. We recently donated football jerseys, boots and footballs to Toto Africans Academy F.C a local football club comprised of boys ages 18-20. The boys were thrilled to receive the jerseys. Much as they are very passionate about the sport, they had never had the opportunity to own a jersey before.

We are very excited for them and certainly believe the future is bright for these ambitious rising football stars.

2. Women Support and Empowerment

- **Maasai Women make a change project**

This movement was initiated with the aim of supporting Maasai women and liberate them from their traditional beliefs which is based on oppression, exploitation and subjugation of women within their society.

Women under Maasai women group has been provided with financial support by zara charity to purchase raw materials and handcraft the beads and carvings which are then sold to the tourist market and the profit earned they use to support their families and take their children to school.

Zara Charity also supports the Karatu Masai women group in designing several fashion dresses that have strong cultural themes of the Massai colors and jewelry, with a modern feminine style. The collection is interesting and can be worn by females of all ethnicities. The brand is yet to be fully established but the dresses are being sold at High view Hotel Karatu and Spring Land Hotel Moshi another way you can engaged by supporting the women's fashion brand. Benefits from the sale of these dresses will solely be used for the set - up of the educational training centre for Masai women. We are humbled to share that so far the center has benefited hundreds of Maasai women and is continuing to uplift them within their community project.

The Charity appreciates its global strategic partners and their contributions in the various activities and initiatives it does with women in marginalized communities. In July 2018, friends together an American global based NGO visited Tanzania and did some relief work in Moshi,

Arusha and delivered supplies to Zara Charity's Maasai women project and schools.

3. Economic development in the tourism industry

According to Tanzania's investment prospectus in 2017, the tourism sector contributed to 17.5% to Tanzania's GDP and 25% foreign currency earning highlighting the significance of the industry to the country's development. One of the leading Tourist attractions in Tanzania is Mt. Kilimanjaro. Our Charity and Zara Tours are proud to be supporters of Mt. Kilimanjaro Porters Society. A crucial part in the realisation of the attractions economic value and the experience for trekkers.

The fact that a large percent of the porters are either semi-illiterate or illiterate, zara charity ensures that these porters are taken care of in the case of payments as they come back from work and other aspects that relates with work and their normal lives. With a great cooperation from Mount Kilimanjaro porters' society porters are benefited as listed below:

- **HEALTH INSURANCE:** - With the nature of the work the porters do, it is easy to get sick or injured on the job. Therefore, all porters under Mount Kilimanjaro Porters Society are registered on the National Health Insurance Fund to provide them security if they get sick or injured while working. At the beginning of every high season (where there are more tourists climbing Kilimanjaro), Mount Kilimanjaro Porter's society ensures that all porters are healthy and medically checked, so that at the start of the season everyone is physically fit. This benefit goes hand in hand with rule 8 of the Mountains National Parks Regulations of 2003 which provides that the Registered Porters Association shall make sure that all porters intending to climb any mountain are healthy and physically fit and have justified their fitness by submitting medical certificates. They do this once every twelve months. In April 2018, Zara Tours sponsored the insurance of 1200 MKPS porters through Zara Charity.
- **FINANCIAL MANAGEMENT EDUCATION:** - Being knowledgeable about proper methods of saving and spending money ensure that the porters have concrete ways and strategies of spending money, this enables them to better take care of their families. In collaboration with Zara Tours, Mount Kilimanjaro Porter's Society arranges financial management training classes for porters occasionally and ensures that all porters have bank accounts where their salaries are paid into. Bank accounts allow the porters to save money for the future, especially during low season when fewer tourists climb the

Kilimanjaro.

- **OPENING OF BANK ACCOUNTS:** - the Porter's society has opened an account at Diamond Trust Bank where all porters have their own bank accounts and bank cards. This helps them handle their money better.
- **FIRST AID TRAINING:** - To reduce the risk of losing lives, for tourists, porters and guides, Zara Tours has facilitated First Aid training for the porters under Mount Kilimanjaro Porters society. They are provided with basic mountain first aid training. This enables them to be of help for each other, in the case of an emergency and has also proven to be effective in incidents where a client is ill. The training is usually done during low season because this ensures that there are many porters available in town, allowing the course to attain a high attendance rate.

4. Health and Safety.

In 2019, through Zara Charity; Zara Tanzania Adventures organized a three day First Aid course for 50 Mountain guides that was concluded on May 2019. In efforts to provide a safer and more sustainable Mt. Kilimanjaro trek for clients globally. As pro-sustainability organization, Zara believes in taking responsibility for the well being of its clients, the environment and the community at large. The reason for facilitating this training is simple; It saves lives. First aid training will provide the Mountain guides with the confidence and capability to react immediately to any incident, injury or illness. In the event of any unforeseen medical emergency. When properly trained, a guide can administer basic medical treatment or CPR (as needed). Research proves that CPR aid provided during critical and life-threatening accidents, injuries or health complications saves lives. Considering the high altitudes of the mountain, it is only responsible to ensure that our team is proactive and professional in any given circumstances. While first aid kits will have what is needed, being trained to administer first aid enables the team to know and understand exactly how to respond to a medical emergency and also to know exactly what should be in the first aid kit. Mt. Kilimanjaro is Africa's leading tourist attraction, being the highest point in Africa, and the highest free-standing mountain in the world.

Zara Charity is happy to be the pioneers of facilitating such a training as provides an added safety and health advantage to future trekkers.

5. Zara Charity's Environment Conservation Club

Zara charity got involved with the environmental club where by staff and volunteers participate in tree planting program around njoro forest, Mount Kilimanjaro cleaning campaign and cleaning the public market areas once per month. On world environment day

The aim of these programs is to educate and engage the community on diverse ways of addressing climate change which affect our health and day to day activities. earning a letter of appreciation for its efforts from the municipal council.

Addressing Plastic Pollution; Indian Ocean Clean up

Climate Action; Mt Kilimanjaro Clean Up Volunteer Trek

2019 Marked the 8th biannual Successful Mt Kilimanjaro Clean Up Volunteer Trek. Zara Charity has continued to be and is committed to continue to be at the forefront of addressing climate change in Tanzania. The trek's mission is to **Conserve and preserve Mt. Kilimanjaro's ecosystem to address climate change.**

Twice a year since 2014 the Zara Charity and Zara Tanzania Adventures organize a very special trip to Kilimanjaro; a trek to clean up the majestic mountain and plant trees in the famous mountains forest.

Climate change is ultimately one of the biggest challenges of our generation. At Zara foundation we are committed to saving our natural resources and protecting our common home by restoring and preserving ecosystems:

Kilimanjaro is the tallest mountain on the African continent and the highest free-standing mountain in the world, it is often referred to as the roof top of Africa, being the highest point in the continent. Mount Kilimanjaro has a very rich biodiversity. From the lower countryside slopes, montane tropical forests, heathlands and moorlands, towering alpine deserts and an arctic icecap. It is also home to a wide range of wildlife.

5. Conclusion

Zara Charity continues to focus on creating sustainable projects/micro-business opportunities for marginalized and underprivileged communities within our reach. We are committed to being a part of creating a more sustainable world by empowering these communities to be self

sustainable. In 2019 we continued to offer trainings and technical help (know-how) in order to ensure intended help is delivered in a sustainable manner long run even after the donor left.