



ASALI

# ANNUAL IMPACT REPORT

2023

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# WORDS FROM THE TEAM

We are grateful for another year of growth and success as we continued to collaborate with our partner Simba's Footprints in the expansion of their programming and impact on their community. Since our last update, we also welcomed a new “bee to the hive” when one of our Directors gave birth to a beautiful baby boy!

During this past year, we continued to provide funding for Simba's Footprints' English, Music and Health Insurance programs, and professional development opportunities for its leaders.

[www.asaliproject.com](http://www.asaliproject.com)

Some of last year's highlights included our continued funding for the income-generating project at Simba's where the children learn about raising chickens; hosting a training about localization and community development for University of Southern California Long Beach (USCLB) and Flagler College students; adding new products to the Asali Marketplace; co-creating an East African Music cohort; and hosting 10 income generating tourism trips in the Kilimanjaro Region.

We are still exploring opportunities for expansion and look forward to the potential for developing new partnerships in the coming years. None of the above would have been possible without your generous donations. Thank you for your continued support this year!

**Love and Honey,**



The Asali Bees  
(Margot, Sophie, Pam, Amy,  
Charlotte, Margaret)

# WHAT WE DO

Transforming communities and improving childhood quality of life through equitable partnerships and community driven solutions.



Margot Hinchey, Asali co-founder, and Charles Massawe, Executive Director of Simba's Footprints, attending a networking event in Arusha

**Flexible  
Funding**

**Adaptive  
Programmatic  
Support**

**Network &  
Resource  
Connections**



# HIGHLIGHTS

We have achieved 6 years of equitable relationships and partnerships built on trust, advocating for community led change.



**\$73,374**

invested in locally  
led development

**2,115**

young people  
impacted

**4**

income generating  
projects established

**52**

professional  
opportunities provided

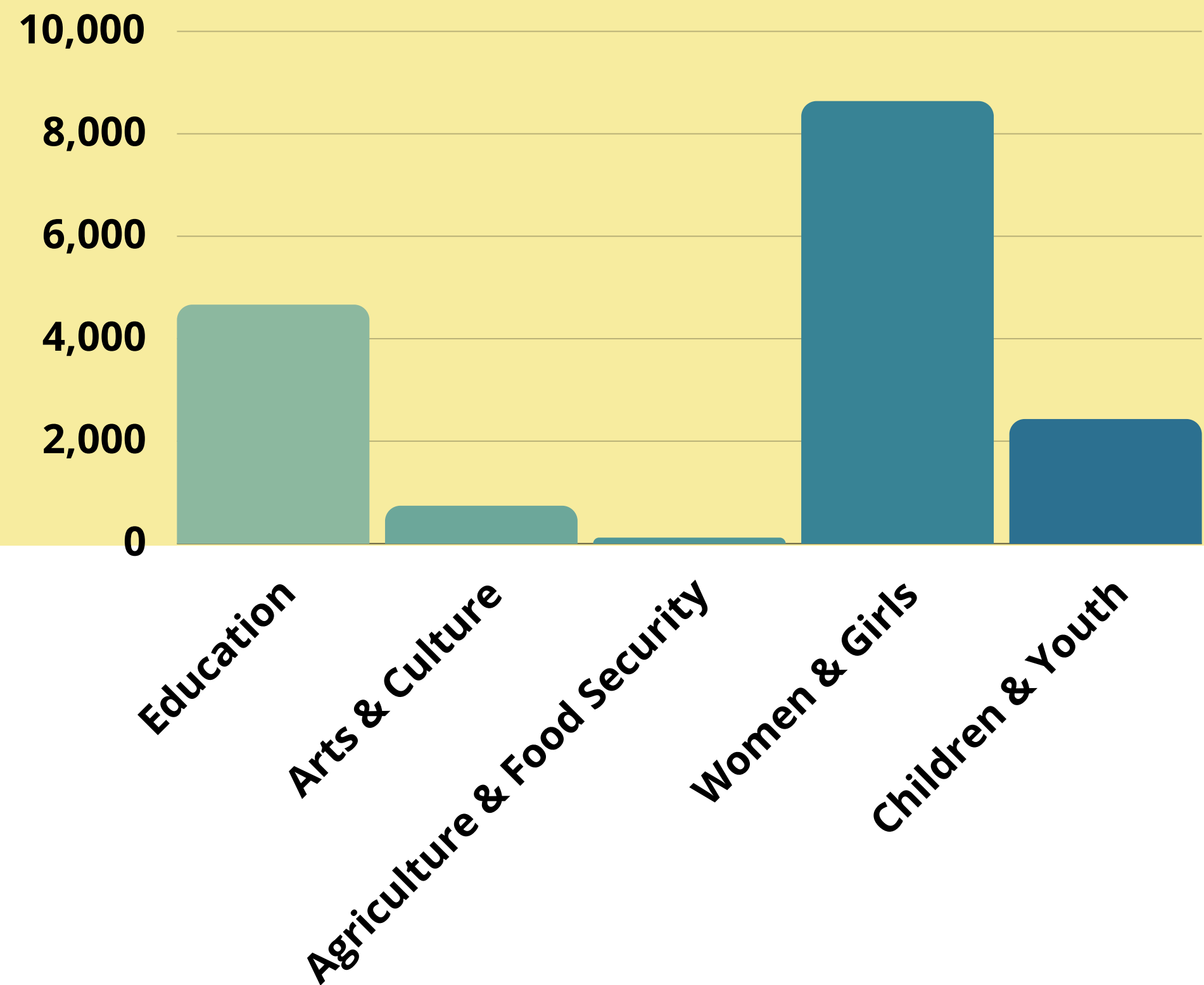
**313**

women impacted through  
partner programs

**5**

jobs created

# FY22 Investment Breakdown



## FINANCIALS

**\$73,374**

Invested in locally-led initiatives through direct funding and our network (all-time)

Asali is a 501c3 registered non-profit (82-3193062) and donations may be tax deductible



# CHALLENGES

01

## Diverse funding

Asali is looking to diversify its funding streams as it can be difficult for small nonprofits to rely on donations alone to fund operations.

**Action Plan:** Last year, we began working with travel companies to bring tour groups to Tanzania. We hosted 10 trips last fiscal year, with a portion of each trip going toward funding Asali's community initiatives. In addition, we added new products to the Asali Marketplace, our online shop that supports local entrepreneurs in the communities we serve and brings in revenue for Asali. We will continue both of these initiatives in the current fiscal year.

02

## Expansion

Based on the maturity and sustainability of our partnership with Simba's Footprints, we now feel ready to begin the expansion process by seeking new partners.

**Action Plan:** Our plan for expansion is to find other small grassroots organizations in East Africa whose work helps benefit their community and specifically its children. Last year we began vetting sites and will pursue site visits this fiscal year in the hopes of forming new partnerships.



Stone & Compass/Asali Travel tour group visiting community projects in Moshi



# TANZANIA PARTNER HIGHLIGHTS:

Simba's Footprints Community Center unlocks youth potential through creative programming and community-driven solutions.



## Adaptive Programmatic Support

(customized based on partner needs)

Last fiscal year we provided our partner with the following:

- Grant application and review
- Marketing and website design
- Co-created an East African Music cohort, bringing together music programs in Kenya, Uganda and Tanzania to learn from each other, participate in music exchanges, and provide opportunities for production, songwriting collaboration, and events.
- Professional development on strategic planning, marketing, finance, and network-building
- We made the initial investment of \$2,613 in Income Generating Projects (Chicken Project, Sewing Shop, Music Studio, Tourism Trips) and have seen a 90% return on investment in the first two years
- Asali Travel was established to run tours of Tanzania, and proceeds from these tours will go back to Asali's programs with Simba's
- In FY23, we facilitated the following in-kind donations to Simba's
  - A shipment of various instruments, donated by Youth Music Project, valued at ~\$10,000
  - A donation (made by NETSCOUT) of 15 laptops to the library for use by staff and students, valued at ~\$17,500



**THANKS  
FOR YOUR  
CONTINUED  
SUPPORT**



**“We are the community”**  
translated from Swahili