

BRIGHT Tanzania

2024 Annual Report

Empowering Girls, Youth, and Communities for a Brighter Future.



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Table of Contents

ii	Message from the Executive Director	23	Financial Overview
01	About BRIGHT Tanzania	29	Looking Ahead: 2025 Priorities
02	2024 Program Highlights	34	Acknowledgments
21	Monitoring, Evaluation, and Learning		

Acronyms and Abbreviations

Acronym	Full Meaning
AGYW	Adolescent Girls and Young Women
ABYM	Adolescent Boys and Young Men
BRIGHT	Building Resilient Initiatives for Gender and Human Transformation
CBO	Community-Based Organization
CSO	Civil Society Organization
ECD	Early Childhood Development
GBV	Gender-Based Violence
HIV	Human Immunodeficiency Virus
HR	Human Resources
IT	Information Technology
M&E	Monitoring and Evaluation
MEL	Monitoring, Evaluation, and Learning
MHH	Menstrual Health and Hygiene
NGO	Non-Governmental Organization
PSS	Psycho Social Support
SDGs	Sustainable Development Goals
SRHR	Sexual and Reproductive Health and Rights
TB	Tuberculosis
UN	United Nations
VSLAs	Village Savings and Loan Associations

Message from the Executive Director



Michael Luvanda

Executive Director
BRIGHT Tanzania

The year 2024 marked a significant chapter in BRIGHT Tanzania's ongoing journey to empower girls, youth, and communities across the country. At a time when social and economic inequalities continue to threaten the well-being of many, especially adolescent girls and young women, our commitment to transformative change remained unwavering.

We reached thousands of young people this year through innovative, community-led programming in health, education, and economic empowerment.

From expanding access to adolescent reproductive health services in underserved regions, to supporting girls with scholarships, and training hundreds of youth in life and vocational skills our work was fueled by the belief that lasting impact begins with investing in people.

In 2024, we deepened our efforts to ensure that our interventions are evidence-based and inclusive. With the support of our partners, we enhanced our monitoring and learning systems, strengthened operational capacities, and grew strategic collaborations with government institutions and local actors. This has enabled us not only to scale up what works, but also to remain responsive to the evolving needs of the communities we serve.

I am particularly proud of our growing youth leadership network and the resilience of the communities we work with. In every program we implement, we are reminded that sustainable development cannot be achieved without listening to and empowering those most affected by inequality and marginalization.

To our donors, board members, staff, and partners thank you. Your support, trust, and shared vision have made it possible to expand our reach and deepen our impact. As we look to 2025, our focus will be on scaling our core interventions, leveraging technology for inclusion, and ensuring sustainability in everything we do. Together, we will continue to build a brighter, more equitable future for all.

Executive Summary

The year 2023/2024 marked a period of growth, resilience, and strategic transformation for BRIGHT Tanzania, as we deepened our mission to empower adolescent girls, young women, and communities across Tanzania. With a strong focus on rights-based, community-led, and evidence-driven approaches, we delivered impactful programs in health, education, economic empowerment, gender equality, and environmental action.

Through the support of our donors, partners, and dedicated teams, BRIGHT Tanzania reached over 25,000 beneficiaries in both rural and urban areas. Our work focused on tackling structural inequalities and uplifting those at the margins especially adolescent girls and vulnerable youth. In alignment with national development priorities and Sustainable Development Goals (SDGs), we implemented integrated interventions across four key pillars:

Health & Wellbeing: Over 12,000 adolescents were equipped with life-saving knowledge and services in sexual and reproductive health, HIV prevention, menstrual health, and mental wellness. We also expanded TB prevention education in high-risk mining areas and supported health provider training in youth-friendly service delivery.

Education & Life Skills: More than 1,000 young people were trained in leadership, digital literacy, financial skills, and consent awareness. We supported 153 girls with school fees, materials, and retention initiatives, and expanded youth clubs and safe spaces in 40 communities.

Economic Empowerment: 251 young women were trained in vocational and entrepreneurial skills, and 77 youth and women groups received mentorship and startup capital. We facilitated the creation of 30 community savings groups to enhance financial resilience.

Environmental Action: We established 25 school-based climate clubs, planted over 8,000 trees, trained 100 youth in sustainable agroforestry, and raised waste management awareness among 4,000+ community members.

Our cross-cutting efforts in gender-based violence prevention, child safeguarding, and disability inclusion reached over 8,000 people, with 209 GBV survivors supported and 18 community protection committees established.

Operationally, BRIGHT Tanzania continued to strengthen its internal systems, financial accountability, and data use for learning and adaptation. We recorded a total income of TZS 47.6 million, with 82% of funds directed toward program delivery. We also laid the foundation for long-term sustainability by planning to launch a social enterprise arm and expand to three new regions in 2025.

As we move forward, we remain deeply committed to building equitable, resilient communities where every girl and youth has the tools and opportunities to thrive.

About BRIGHT Tanzania

BRIGHT Tanzania (Building Resilient Initiatives for Gender and Human Transformation) is a youth- and women-led non-governmental organization (NGO) committed to advancing gender justice, youth empowerment, health, and sustainable development across Tanzania. Registered in 2025, BRIGHT Tanzania was established with a bold vision: to create inclusive, resilient communities where girls, young women, and youth can thrive, lead, and shape their futures.

Our work is grounded in the belief that transformative change happens when communities are equipped with the knowledge, tools, and resources to challenge inequality and create lasting impact. We adopt a rights-based, people-centered approach that values community voice, lived experiences, and intersectional solutions to systemic challenges.

Through a blend of grassroots mobilization, evidence-based advocacy, capacity building, and strategic partnerships, BRIGHT Tanzania implements high-impact programs in health and well-being, education and life skills, economic empowerment, and environmental action. Our cross-cutting focus areas include adolescent girls and young women (AGYW), youth in and out of school, persons with disabilities, and vulnerable rural populations.

We also prioritize the use of data and innovation to inform programs, measure impact, and amplify the stories of those we serve. Our strategic information systems ensure that our work is guided by evidence, monitored for quality, and aligned with national and global development goals.

OUR VISION

A Tanzania where every girl, youth, and community member realizes their full potential and lives a life of dignity, purpose, and opportunity.

OUR MISSION

To implement inclusive, rights-based programs that promote health, education, gender equality, and economic empowerment for girls, youth, and communities in Tanzania.

OUR CORE VALUES

- **Integrity:** We uphold honesty, transparency, and accountability in all we do.
- **Inclusivity:** We create safe, diverse, and equitable spaces for all voices to be heard.
- **Innovation:** We embrace new ideas and approaches to enhance our effectiveness.
- **Impact:** We strive for measurable, sustainable change that transforms lives.
- **Collaboration:** We work in partnership with communities, governments, and stakeholders to amplify impact and drive collective change.



2023/2024 Program Highlights

In the past year, BRIGHT Tanzania made significant strides in advancing gender equality, youth empowerment, and community resilience across our programmatic focus areas. Below is a summary of the key milestones achieved:

Health and Wellbeing

- **Sexual and Reproductive Health (SRH):**

- Reached over 12,000 adolescents (both in and out of school) with life-saving information on puberty, contraception, and HIV prevention through school clubs, peer sessions, and community outreach.
- Trained 200 peer educators and 50 health service providers on youth-friendly service delivery.



- **HIV & AIDS Interventions:**

Implemented targeted HIV prevention and support interventions for Adolescent Girls and Young Women (AGYW) and Adolescent Boys and Young Men (ABYM) in collaboration with health facilities and local partners.

Distributed over 5,000 condoms and facilitated linkage to care for 400 at-risk youths.



- **TB Prevention in Mining Areas:**

Conducted awareness campaigns on TB prevention and testing in Mbeya and Chunya districts, reaching over 3,000 young people, especially those working or living near small-scale mining zones.

- **Menstrual Health & Hygiene (MHH):**

Provided 1,500 girls with reusable sanitary pads and MHH education to reduce school absenteeism and improve confidence.



Figure 1 **Training HCW on Friendly youth services Lindi**

EDUCATION AND EMPOWERMENT

- Education and Life Skills

- School Support and Retention:

Supported 153 adolescent girls with school materials, uniforms, and tuition support in rural schools across Lindi, Njombe and Morogoro.



- **Leadership and Life Skills Training:**

Equipped over 1,000 young people with essential life skills including leadership, public speaking, financial literacy, digital literacy, livelihood options and sexual consent awareness.



- **Youth Clubs and Safe Spaces:**

Established and supported 40 youth clubs and safe spaces, offering platforms for discussion, mentorship, and psychosocial support.

ECONOMIC EMPOWERMENT

- **Vocational and Business Training:**

Trained 251 young women and mothers in tailoring, soap making, poultry farming, and business development skills.

- **Start-Up Support and Microgrants:**

Supported 45 youth groups and 32 women groups to be registered and secure seed capital from local government authorities for youth-led businesses and women's groups, alongside ongoing mentorship and market linkage facilitation.

- **Savings Groups (VSLAs):**

Facilitated the formation of 30 youth- and women-led Village Savings and Loan Associations (VSLAs) to enhance financial resilience and income generation.

ENVIRONMENTAL ACTION

- **Youth-Led Climate Clubs:**

Supported the creation of 25 school-based climate clubs involved in tree planting, clean-up campaigns, and environmental advocacy.




- **Green Livelihoods:**

Partnered with communities in Iringa and Njombe to plant 8,000 trees and train 100 youths on sustainable agroforestry practices.

- **Waste Management Awareness:**

Conducted community campaigns on recycling and waste reduction, reaching more than 4,000 people in peri-urban areas.



BRIGHT Tanzania – Our Impact in Numbers (2023/2024)

Health and Wellbeing

12,000+

adolescents reached with SRH
(sexual and reproductive health)
education.

200

peer educators and 50
health providers trained on
youth-friendly services.

5,000+

condoms distributed; 400 at-risk
youths linked to HIV care.

3,000+

youths reached with TB
awareness in mining areas.

1,500+

girls supported with menstrual
hygiene education and reusable
pads.

Education and Life Skills

153

adolescent girls received direct school support (materials, uniforms, tuition).

1,000+

youths trained in leadership, digital literacy, financial skills, and consent education.

40

youths trained in leadership, digital literacy, financial skills, and consent education.

Economic Empowerment

251

young women trained in vocational and business skills.

77

youth and women groups (45 youth + 32 women) received mentorship and seed capital.

30

Village Savings and Loan Associations (VSLAs) established.

Environmental Action

25

youth-led climate clubs formed and active.

8,000

trees planted in Iringa and Njombe.

100

youths trained in sustainable agroforestry.

4,000+

people reached through waste management awareness campaigns.

Gender & Protection

8,000+

adolescent girls received direct school support (materials, uniforms, tuition).

120

community gatekeepers trained in GBV prevention and response.

209

GBV survivors supported through medical, legal, and psychosocial services.

18

community protection committees formed.

75

child protection/abuse cases referred through community structures.

1,000+

boys and men engaged in positive masculinity dialogues.

25

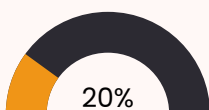
safe spaces served 1,500+ girls with SRH, mentorship, and skills.

All staff & partners trained on BRIGHT's safeguarding policy.

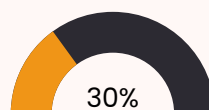
Monitoring, Evaluation & Learning

40+

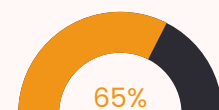
program staff and data focal points trained in M&E and ethical data handling.



Increase in school retention among girls supported with scholarships.



Increase in contraceptive knowledge among AGYW.



of microgrant recipients reported improved income stability.

Cross-Cutting: Gender & Protection

Gender equality and protection from violence are at the heart of BRIGHT Tanzania's mission. In 2023/2024, we prioritized community-led approaches that challenge harmful social norms, promote positive masculinity, and ensure the safety and rights of girls, young women, and marginalized youth.

Gender-Based Violence (GBV) Prevention and Response:

BRIGHT Tanzania implemented GBV awareness campaigns across 15 communities in Njombe, Morogoro, Dar es salaam and Lindi, engaging over 8,000 people through dialogues, radio programs, and community forums. We trained 120 community gatekeepers including teachers, religious leaders, Community health workers, and health workers on how to recognize, prevent, and respond to GBV cases.

Through our mobile outreach and peer-referral networks, over 209 survivors were linked to medical, legal, and psychosocial support services.





Community Protection Watchdog Groups:

We established 18 community-based protection committees composed of local volunteers, youth leaders, and women's group representatives. These groups serve as frontline responders to child abuse, early marriage, and sexual exploitation cases and have referred 75 incidents to the appropriate authorities for intervention.



- **Safeguarding Integration in Program Delivery:**

All program staff, volunteers, and partners were trained on BRIGHT's safeguarding policy, ensuring that child and vulnerable adult protection measures are upheld throughout our interventions. We also rolled out child-friendly reporting mechanisms in schools and youth clubs to help young people confidentially report any form of abuse.



- **Engaging Boys and Men as Allies:**

We actively involved adolescent boys and men through mentorship programs and positive masculinity dialogues. These efforts reached over 1,000 males, fostering supportive roles in promoting gender equity, non-violence, and shared responsibilities in families and communities.

- **Safe Spaces for Girls and Young Women:**

25 safe spaces were maintained or newly created across project regions, offering a secure environment for girls to access life skills training, mentorship, reproductive health education, and support services. These safe spaces served over 1,500 girls this year.

- **Policy Engagement and Advocacy:**

BRIGHT participated in local and regional stakeholder platforms to advocate for improved implementation of child protection policies and strengthened referral mechanisms. Our team contributed to district-level child protection forums and national discussions on youth and gender-responsive budgeting.



Monitoring, Evaluation, and Learning

At BRIGHT Tanzania, we believe that strong evidence, accountability, and continuous learning are the backbone of impactful programming. In 2023/2024, we invested in strengthening our Monitoring, Evaluation, and Learning (MEL) systems to better track outcomes, adapt to emerging needs, and ensure that our work delivers measurable and meaningful results for communities.

MEL System Strengthening and Data Quality

- Upgraded our digital MEL infrastructure by rolling out electronic data collection tools KoboToolbox and DHIS2-compatible forms, allowing for real-time data capture, analysis, and reporting across all project sites.
- Trained over 40 project officers, peer educators, and community data focal points on data quality assurance, ethical data handling, and indicator tracking aligned with donor and national frameworks.
- Introduced standardized data collection templates, indicator definitions, and quarterly validation protocols to improve consistency and accuracy.

Outcome Measurement and Impact Assessment

- Conducted midline and edline evaluations for three core programs (SRH, Economic Empowerment, and GBV Prevention), using mixed-methods approaches.
- Results revealed:
 - A 20% increase in school retention among girls in scholarship-supported communities.
 - A 30% increase in knowledge of contraceptive methods among AGYW.
 - Improved income stability in 65% of youth who received microgrants and business mentorship.

Learning and Adaptation

- Established a quarterly “Learning Lab” where field teams present findings, challenges, and innovative practices from program implementation.
- Adapted youth livelihood curricula based on feedback from participants and employers to improve relevance and market linkage.
- Incorporated learning from community feedback mechanisms including suggestion boxes, SMS feedback, and reflection meetings into project design updates.

Stakeholder Engagement and Data Use

- Shared key program data with government partners, especially District Medical Officers (DMOs), District Community Development Officers (DCDOs), and School Health Committees, to support local planning and alignment with the Comprehensive Council Health Plan (CCHP).
- Partnered with academic institutions and MEL consultants to conduct deeper analysis and strengthen evaluation methodologies.

Safeguards and Ethics in Data Use

- All MEL staff and enumerators were trained on data privacy, safeguarding, and do-no-harm principles.
- Developed a data protection protocol in compliance with local and donor regulations to ensure responsible and ethical handling of beneficiary information.

As we move forward, our priority is to leverage strategic information not only for accountability but for actionable insights, deeper community engagement, and stronger evidence-based advocacy.

Financial Overview

BRIGHT Tanzania remains committed to transparency, accountability, and responsible financial stewardship in the management of donor and partner resources. In 2023/2024, our financial strategy focused on maximizing impact, maintaining operational efficiency, and strengthening internal controls to support program delivery. investing in systems that ensure sustainability and transparency.

Key Financial Highlights

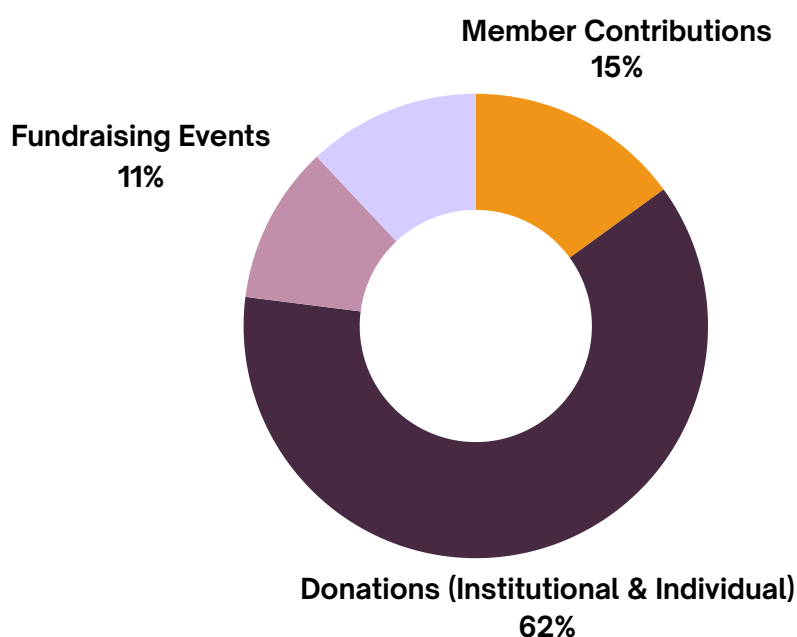
TOTAL INCOME: TZS 47.6 million

This funding was secured from a diverse mix of sources including member contributions, donations, fundraising initiatives, and other forms of support, enabling us to expand the scale and depth of our programs.

TOTAL EXPENDITURES: TZS 46.3 million

Our expenditures reflect strategic investment in program delivery, capacity strengthening, and systems to enhance impact and compliance.

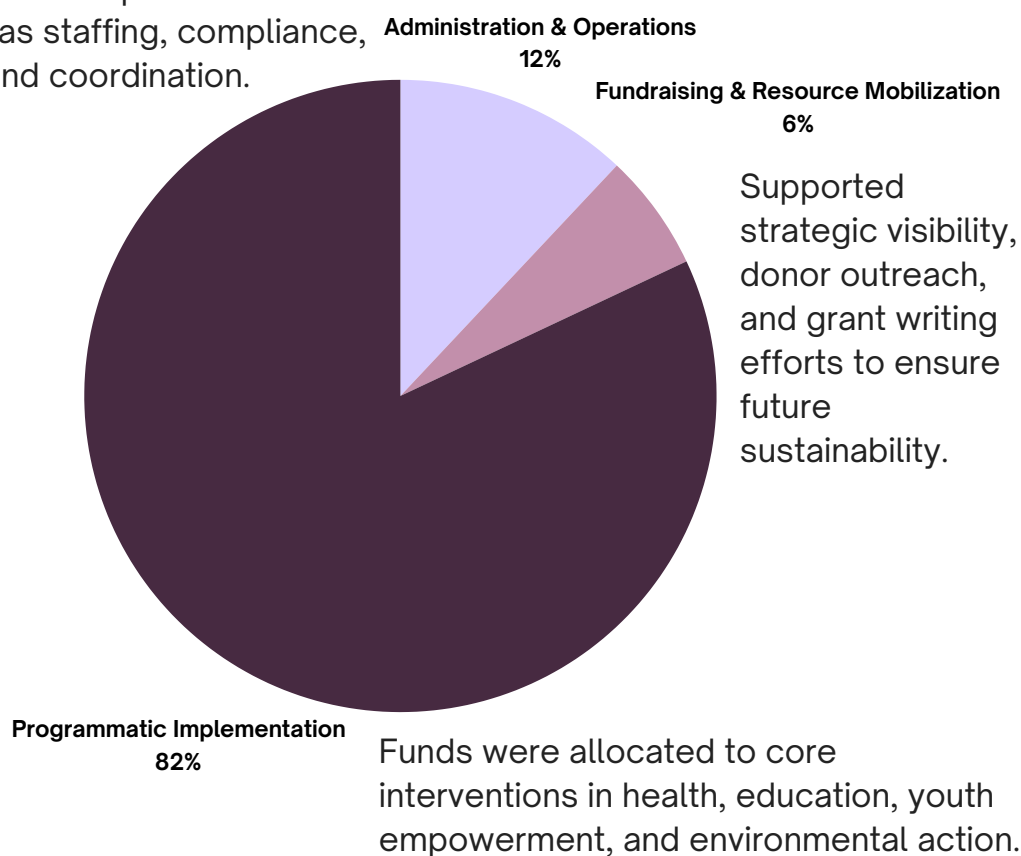
SOURCE OF FUNDS – FY 2023/2024



This diversified funding model reflects growing trust in BRIGHT Tanzania's mission and the commitment of our supporters local and global.

EXPENDITURE BREAKDOWN

Covered essential operational needs such as staffing, compliance, IT, utilities, and coordination.



FINANCIAL MANAGEMENT SYSTEMS

- Utilized QuickBooks and Excel-based tracking systems for accurate financial planning and reporting.
- Conducted monthly budget tracking and quarterly reviews to assess financial health and reallocate as needed.
- Internal spot checks and reviews ensured donor compliance and risk mitigation.

ACCOUNTABILITY & COMPLIANCE

- Complied with NGO and financial regulations under the Ministry of Community Development and TRA.
- Donor financial reports submitted timely, aligned with contractual terms.
- Annual external audit scheduled for Q2 2025 to affirm financial integrity and transparency.

BRIGHT Tanzania remains committed to value-for-money principles and is continually improving its systems to ensure that every shilling spent delivers lasting value to the communities we serve.

CHALLENGES THAT HAVE BEEN MANAGED

Like many growing organizations operating in dynamic environments, BRIGHT Tanzania encountered several challenges during the 2023/2024 implementation cycle. Despite these hurdles, we successfully adapted through collaborative problem-solving, strategic planning, and community engagement.

1. LIMITED FUNDING FOR PROGRAM SCALE-UP

While demand for our programs increased across regions, financial constraints initially limited the scope of expansion. Through proactive fundraising efforts, targeted donor outreach, and prudent resource management, we were able to mobilize additional funds and sustain key interventions in priority areas.

2. WEAK DIGITAL INFRASTRUCTURE IN RURAL AREAS

Several program sites faced connectivity challenges that affected real-time data reporting and digital learning rollouts. To manage this, we introduced offline-friendly digital tools (e.g., KoboToolbox), scheduled regular data syncing visits, and trained local teams on hybrid reporting methods.

3. GENDER AND CULTURAL NORM BARRIERS

Community resistance to adolescent SRHR education and GBV messaging posed implementation difficulties in some districts. We addressed this by strengthening engagement with local leaders, parents, and gatekeepers—facilitating open dialogues and incorporating culturally sensitive approaches that built trust and community ownership.

4. CAPACITY GAPS AMONG NEW VOLUNTEERS

As we expanded to new areas, newly recruited youth and community volunteers required capacity strengthening. We organized tailored induction trainings, refresher mentorship sessions, and peer support groups to build confidence and ensure quality delivery across all components.

5. ECONOMIC HARDSHIP AMONG BENEFICIARIES

Rising living costs affected the participation of youth in unpaid learning and community activities. In response, BRIGHT introduced small incentives (transport refund, meals), flexible program schedules, and integrated economic empowerment opportunities to support sustained engagement.

6. INCREASED DEMAND FOR PSYCHOSOCIAL SUPPORT

Mental health concerns among young people were more pronounced post-COVID-19. We managed this by expanding psychosocial support training for youth leaders, referring critical cases to local service providers, and strengthening the peer-led safe spaces model.

These challenges provided important learning opportunities, helped refine our approaches, and ultimately strengthened the resilience and responsiveness of BRIGHT Tanzania as a youth- and community-centered organization.

LESSONS LEARNED

The 2023/2024 implementation year offered numerous insights that have strengthened BRIGHT Tanzania's programming, systems, and partnerships. These lessons will continue to guide our future strategies, ensuring greater impact, sustainability, and community ownership.

1. COMMUNITY-LED SOLUTIONS ENHANCE PROGRAM SUSTAINABILITY

Involving local leaders, youth champions, and community volunteers from the design stage proved critical for successful implementation. Community ownership significantly improved retention, reduced resistance, and enhanced sustainability of interventions especially in SRHR, GBV prevention, and livelihood programs.

2. YOUTH THRIVE WHEN EMPOWERED WITH LEADERSHIP OPPORTUNITIES

Programs that embedded youth as facilitators, peer educators, and club leaders experienced higher engagement and stronger peer influence. Young people not only participated actively but also helped drive change in their communities when positioned as decision-makers and change agents.

3. INTEGRATED PROGRAMMING INCREASES EFFICIENCY AND IMPACT

Combining interventions such as linking SRHR education with entrepreneurship training or integrating environmental action within life skills sessions resulted in more holistic impact. Participants gained a broader set of skills, while resources were optimized across thematic areas.

4. FLEXIBLE DELIVERY MODELS ARE CRITICAL IN RESOURCE-LIMITED SETTINGS

Combining interventions such as linking SRHR education with entrepreneurship training or integrating environmental action within life skills sessions resulted in more holistic impact. Participants gained a broader set of skills, while resources were optimized across thematic areas.

5. SAFEGUARDING IS NON-NEGOTIABLE IN YOUTH PROGRAMMING

The importance of safeguarding became more evident as programs expanded. Establishing clear reporting channels, continuous training, and strong organizational policies helped build trust with communities and reduce risks to children and vulnerable populations.

6. DATA-DRIVEN DECISION MAKING IMPROVES PROGRAM QUALITY

Regular monitoring, community feedback mechanisms, and learning forums ensured timely adaptation and accountability. Data from field reports, surveys, and stakeholder reflections helped refine program approaches, improve outcomes, and document impact.

These lessons reaffirm our commitment to innovation, inclusion, and continuous learning as we work toward a Tanzania where every girl, youth, and community thrives.

Looking Ahead: **2025/26 Priorities**

As BRIGHT Tanzania continues to grow and evolve, the year 2025 presents new opportunities to deepen our impact, strengthen our systems, and scale innovations that work. Guided by our strategic plan and rooted in community needs, our priorities for 2025 reflect both continuity and bold new directions:

1. GEOGRAPHIC EXPANSION

We aim to expand our footprint to at least three additional regions, particularly underserved rural districts where access to youth-friendly health services, education, and economic opportunities remains limited. Expansion will focus on building local partnerships and establishing decentralized program hubs.

2. STRENGTHENING ADOLESCENT-FOCUSED PROGRAMMING

We will deepen our support for Adolescent Girls and Young Women (AGYW) by expanding SRHR services, mental health support, mentorship networks, and safe spaces. In parallel, we'll develop tailored programs for Adolescent Boys and Young Men (ABYM) that promote positive masculinity and gender equity.

3. DIGITAL INCLUSION & INNOVATION

We will pilot e-learning and mobile outreach platforms to extend health, financial literacy, and life skills education to youth in remote and hard-to-reach areas. This includes launching a BRIGHT Tanzania digital youth platform for learning, engagement, and real-time feedback.

4. ESTABLISHING A SOCIAL ENTERPRISE

To strengthen financial sustainability and reduce dependency on donor funding, BRIGHT Tanzania plans to launch a social enterprise arm that aligns with our mission. This enterprise will focus on providing socially responsible services or products, with profits reinvested to support core programs. It will serve as an innovative, long-term funding stream to expand impact while promoting self-reliance.

5. INSTITUTIONAL STRENGTHENING

To improve our long-term sustainability and performance, we will:

- Develop an integrated Monitoring, Evaluation, and Learning (MEL) framework aligned with SDGs and national indicators.
- Upgrade our internal systems (finance, HR, IT) for greater efficiency and transparency.
- Conduct an organizational capacity assessment to inform a 3-year institutional growth roadmap.

6. PARTNERSHIP DEVELOPMENT AND RESOURCE MOBILIZATION

We will prioritize the diversification of funding sources through:

- Enhanced donor engagement and grant acquisition.
- Establishment of a local philanthropy and member contribution strategy.
- New collaborations with local authorities, CSOs, private sector, and academic institutions.

7. CLIMATE AND ENVIRONMENTAL ACTION SCALE-UP

We plan to integrate youth-led climate resilience activities into our core programs, expand tree planting initiatives, and promote green skills and eco-entrepreneurship for sustainability.

8. MAINSTREAMING PROTECTION AND SAFEGUARDING

All new and existing programs will further integrate child protection, disability inclusion, and GBV prevention, with expanded community training and reporting systems.

These priorities are not just about expanding activities they are about deepening our impact, transforming systems, and building a future where no young person is left behind.

SUCCESS STORIES

From Silence to Strength: Rehema's Journey to Leadership

Rehema, a 19-year-old girl from rural Njombe, had dropped out of school due to poverty and early pregnancy. Like many girls in her community, she lacked access to reproductive health education and had little hope for the future.

When BRIGHT Tanzania launched its Adolescent Girls and Young Women (AGYW) program in her village, Rehema joined one of the peer-led safe spaces. There, she received life skills training, mentorship, and access to accurate SRHR information. Through the program, she regained her confidence and was encouraged to join a vocational training course in tailoring.

With startup support from the BRIGHT microgrant initiative, Rehema opened her own tailoring business and now earns a stable income. She mentors other girls in her community, raising awareness about menstrual hygiene and the importance of education.



I never thought I could be a role model. BRIGHT gave me knowledge, support, and the chance to change my life. Now, I help other girls do the same.



Rehema, Njombe District

Planting Change: Musa the Young Green Entrepreneur

Musa, 21, from Iringa, had struggled to find employment after finishing secondary school. In his village, climate change had led to poor harvests, and many youths were migrating to urban areas for casual labor. He felt discouraged and unmotivated.

In 2023, Musa joined BRIGHT Tanzania's Youth Climate Club, where he was introduced to environmental conservation, agroforestry, and entrepreneurship. After receiving hands-on training in tree nursery management, Musa began planting and selling fruit and indigenous trees in his community.

Within six months, he sold over 600 seedlings and used his earnings to buy tools and help support his younger siblings. Musa now runs a small youth group focused on greening schools and sensitizing farmers about sustainable agriculture.



Trees changed my life. I am now known as the ‘green boy’ in my community. I never imagined that protecting the environment could feed my family and give me purpose.



Musa, Iringa Region

Acknowledgments

We extend our heartfelt gratitude to our staff, volunteers, partners, and donors whose unwavering support made 2024 a year of impactful change.

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