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# The Ahueni Foundation

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Building Relationships, Shifting Burdens, Sowing Seeds



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*This presentation was compiled by Neema and Emilia Siwingwa to be used as an introduction to the Ahueni Foundation (the Foundation).*

*Special Thanks To: Mary Siwingwa for the logo design, and to Ombeni Mwerinde for creating a graphic image of the logo.*


***Please send all comments to [theahuenifoundation@gmail.com](mailto:theahuenifoundation@gmail.com).***

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# Ahueni

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- Not For Profit Organization and non-governmental organization
- Incorporated under the *Companies Act 2002*
- Registered as a Private Company Limited by Guarantee



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*Official incorporation took place on April 25, 2006.*

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# Ahueni

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## The Mission and Vision

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## The Ahueni Mission Statement

- **The Ahueni Foundation is a non-profit organization that exists to promote and support viable and sustainable socio-economic and environmental actions in Tanzania to generate income, to raise the quality of life, and to bolster organized self-help initiatives within communities.**

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*The focus is on ensuring that the Foundation has the ability to handle a variety of projects, which can fall within the broad scope of the mission statement - not necessarily the handling of multiple projects.*

*For instance, the Foundation may maintain a focus e.g. girl-child education, for a certain period of time, but resources allowing, may also entertain other focuses e.g. community based microfinance schemes.*

*The idea was to stay away from a restrictive mission statement, so that with time, the Foundation can be used to initiate Board-directed projects and at the same time be used as a vehicle for development by Tanzanians i.e. citizens could reach out to the Foundation for support of ideas and/or projects.*

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## The Ahueni Vision Statement



- The Ahueni Foundation has this vision: to see that all Tanzanians have the capacity to subsist above the basic-needs poverty line.

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*The vision arose from the concept of "giving back to your community".*

*The desired result is that the Foundation will play a contributory role in seeing that all Tanzanians will have the ability to self-sustain.*

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## Why Form a Foundation

The Idea



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*The idea for forming the Foundation was conceived in March 2005.*

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## Why form Ahueni?

- **Recognition of the widening inequity in Tanzania and realizing the potential of a Foundation - as an organized institution – in bridging the gap:**
  - NGOs have the capacity to supplement government in much-needed development efforts; and
  - NGOs can maintain the flexibility in planning, implementing, monitoring and sustaining initiatives.

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*The rationale was to establish an organization that Tanzanians can use to create, manage and monitor development projects for the benefit of other Tanzanians.*

*The basis for forming a foundation was to create a legal body with an inherently larger capacity to accommodate numerous development initiatives.*

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# Ahueni


Building Relationships



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*Building Relationships is the first of the phrases that make up the Foundation's motto.*

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- Approaching Tanzanians – from all walks of life - to design, implement and monitor projects for other Tanzanians
- Tapping fresh, innovative minds for the creative means to alleviate our widening inequity
- Creating synergies between the public and private sectors, working alongside the media, academia, and the civil society organizations.

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*The idea behind Building Relationships stems from the fact that the Foundation will work in a collaborative manner, which will involve establishing links within the various groups in society.*

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**Ahueni**

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Shifting Burdens



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*Shifting Burdens is the second of the phrases which make up the Foundation's motto.*

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- *Ahueni* in Kiswahili means “bring relief”.
- *Ahueni* as used in the *Ahueni Foundation* connotes hope and enlightenment – connotations that lend credence to the foundation’s vision.



*Poverty is a lingering burden in Tanzania – current GDP per capita is about \$300 and about 36% of the population subsists below \$1 a day.*

*The idea is to design innovative programs so that Tanzanians can also work effectively towards alleviating these burdens.*

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**Ahueni**

Sowing Seeds



*Sowing Seeds is the last of the phrases which make up the Foundation’s motto.*

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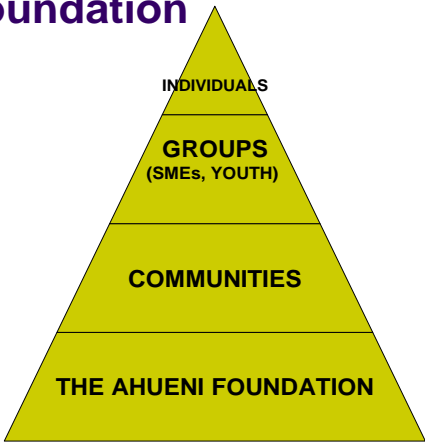
- Fostering innovative, transparent and responsible projects
- Designed, implemented and evaluated by Tanzanians for Tanzanians.
- Involve participation from target communities, local government and citizens.

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*The idea is to plant seeds of change, in the form of innovative projects, and to nurture them to fruition... (next slide)*

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## The Foundation



INDIVIDUALS

GROUPS  
(SMEs, YOUTH)

COMMUNITIES

THE AHUENI FOUNDATION

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*...With the Foundation acting as the base or pillar to various development actions at the community, group and individual levels.*

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## Intended Work

- Medium-term & short-term projects
- Research
- Advocacy & Promotion
- Resource Mobilization

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*These are examples of the types of initiatives that the Foundation may support.*


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## Ahueni

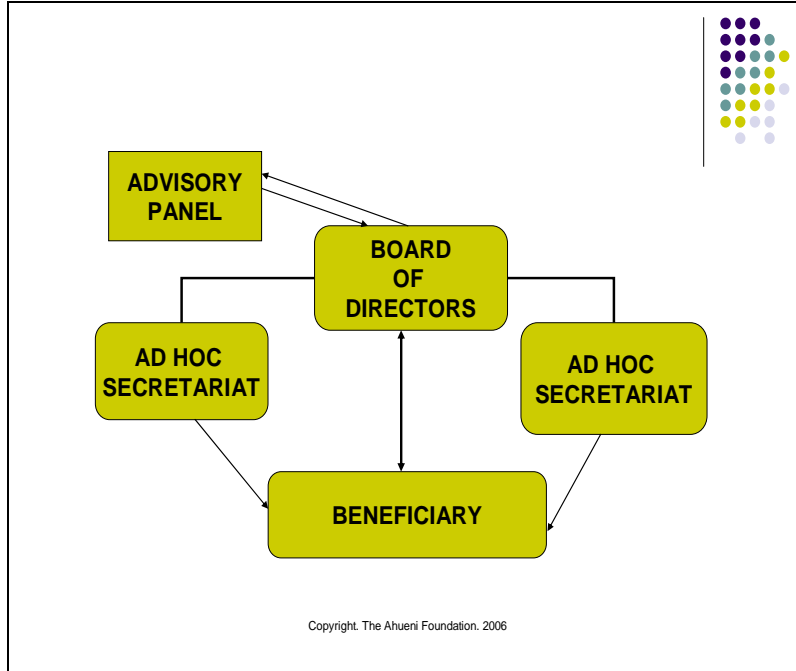
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### Organizational Structure

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*What follows is the Organizational Structure – detailed descriptions are available in the MEMARTs.*



The Foundation's composition is as follows:


**Board of Directors** – Board members (Chairman, Deputy Chairman, Secretary, Finance Director, Public Relations Director, Treasurer, and 2 Ad Hoc, non-voting members)

**Beneficiary** – this group represents Tanzanians: communities, groups, and individuals, which the Foundation will work with collaboratively, to pool ideas, skilled personnel, and resources, as well as give back to in the form of projects.

**Ad Hoc Secretariat** – the executive and administrative base for projects, working under the Board but directly for a specific target within the Beneficiary group.

**Advisory Panel** – consisting of up to 5 individuals who, through experience, will guide the Board in various affairs of the Foundation.

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Approach to Projects

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*What follows, is the basic outline of a Foundation project*

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**Selecting the Secretariat**


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**Competitive Process:**

- Advertising the position (s) in the newspapers
- E-mail distribution
- Advertising on website
- NGO Websites / University

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*Once the Board approves a project, the selection process of the project-specific secretariat will begin with provision of the project description and announcement of vacancies. The Secretariat will be responsible for overseeing a project from beginning to end.*



**HOW THE SECRETARIAT WILL ACT:**

- **Collaborative Implementation, and encouraging projects which foster popular participation:**
  - Partnering with, and Supporting, Existing Organizations
  - Incorporating Citizen input – volunteer and pay-rolled workers
- **Ideas presented to Board for Board approval**

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*Secretariats will be encouraged to work in partnership when necessary and will be able to support existing and ongoing projects, as well as new ones.*

*The Secretariat will be encouraged to use volunteer workers whenever possible – i.e. students.*

*All major decisions will require Board approval.*



**An example of fostering popular participation:  & Mobile Phones**

- **Mobile entertainment and value-added services is the future of the phone –**
- **PUSH** provides its clients with the latest and most compelling mobile technology available, affording them a significant competitive advantage and a new way to reach their target audience.
- The mobile market opportunity is tremendous. This emerging market is being driven by faster networks, improved mobile phones and a rapidly growing base of subscribers.
- **PUSH** helps Corporate Marketers, Agencies, Nonprofits, and Content Suppliers develop mobile content and deliver it effectively to its intended audience. Our expertise and relationships in the mobile space ensure creative strategic thinking, reliable connectivity to all major wireless carriers, and above all, results.

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*The Founders see technology playing a big part in various Foundation initiatives – empowering targets and enhancing target capacity through the use of technology.*

*An example:*  
*The Founders and PUSH managers met to discuss the possibility of building a relationship, whereby the Foundation can use PUSH technology as a way of sourcing funds and sensitizing target groups.*

## Monitoring & Evaluating Projects

- M&E will be a necessary component for all Ahueni projects
- Each Secretariat will be tasked with designing the M&E plan and schedule for each project



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## Project Reports

- **Transparent reporting**
  - Project progress reports prepared and presented to the Board for approval
- **The Board will be responsible for making these and all financial audits and reports public**



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## What Next

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*Immediate intentions*

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## Board Member Selection

- 10 interested individuals will be selected for short listing
- Co-Founders will competitively select the Board members
- Approved members will be notified by the end of June
- The Board will host its first meeting in the first week of July.

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*The Founders will announce Board vacancies through e-mail. Interested candidates will submit expressions of interest via e-mail; 10 short listed candidates will be interviewed by the Founders for the desired positions.*

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## Advisory Panel Selection



- From the list of invited and present guests, 8 people will be short-listed
- Selection of the Advisory Panel will be done by the Co-Founders but approval will come from the Board

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*The Founders have an idea of who they would like to participate as Advisory Panel members. Additional suggestions may come from the Board, with whom final approval will vest.*

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## You are here Because...

We believe that you can make a lasting contribution to this organization



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*Guests at the interest meeting represented a cross section of Tanzanian society. The idea was to build new relationships and to raise interest among invited guests who might later work with the Foundation in various capacities.*

*This presentation will be e-mailed to a wider group of people, including invited guests to increase awareness and interest in the Foundation and its work.*



**WE HOPE THAT YOU WILL  
JOIN OUR EFFORTS!**

**Thank you for your  
participation**

**QUESTIONS**

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*At the Interest Meeting, the presentation ended here.*

***PLEASE PROCEED TO NEXT PAGE FOR Q&A.***

## Interest Meeting Q&A



- Comments: Mission statements should be concise and memorable. The Ahueni Foundation mission statement is too long.
- A: The Ahueni Foundation has a very broad mission, to stay true as its classification as a foundation i.e. allowing it to have the ability to address various contributing factors to the widening equity gap.
- Q: There are many active NGOs. What makes Ahueni unique?
- A: The Foundation is founded by two, young women who have created a vehicle that others may use to design and implement innovative development strategies for Tanzanians, by Tanzanians. This NGO exists to push forward your ideas so that we may work together to help fellow Tanzanians.
- Comment: Good vision statement.
- A: OK, thank you.

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## Q&A Continued



- Q: Board members will most probably be pooled from a group of working people – how do the Founders expect these people to realistically follow up projects and juggle both obligations?
- A: The Founders have introduced the concept of Ad Hoc Secretariats that will manage projects from start to finish. The Board will have a supervisory role and will have the minimum obligation of meeting twice a year, more when necessary.
- Comment and Q: the Foundation will require specific objectives (medium, long-term and strategic). What are they?
- A: The Foundation has some defined objectives documented in the MEMARTs. However, they too are broad to match the broad mission.
- Comment: “Shifting” Burdens” in the motto should be reconsidered. A suggestion is “Sharing Responsibilities”
- A: This suggestion will be considered by the first Board.

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