



Newsletter – January 2012

## 1. Women's Co-operative



In early 2010, GHTA's Women's Co-operative was just an idea. In October 2010 it became a reality. Two or three women join the Co-operative for a one-year period every 6 months after successfully completing our business vocational school. GHTA pays for the Co-operative's annual rent, the students' initial inventory, and their trip to either Dar es Salaam or Nairobi to purchase the goods. GHTA's Manager and international volunteers visit the Co-op and observe the businesses on a regular basis to give coaching on merchandising, pricing, book keeping, and marketing.

Since the formation of the Co-operative we have watched our students with anticipation, knowing the true test would come in October 2011 when the first three women moved their businesses into their own retail spaces in Moshi. We are thrilled to report that two of the women, Gaudencia and Christina, were able to save up enough money for their own store, expand their inventory, and learn the necessary skills to have a business of their own. Gaudencia opened her cosmetics store next to a busy local market and Christina opened her fabric shop by a very busy bus station. Both retail spaces offer a lot of potential customers. The third 'original' Co-op student, Eunice, struggled slightly in her first year and is currently working on a business plan to be able to open her own women's shoe store outside of the Co-op.



In April 2011 Serapia and Grace joined the Co-operative. Grace sells women's clothes with a focus on young fashionable ladies. Serapia found a niche market selling men's sport shoes with an emphasis on soccer cleats, as football is the sport of choice among most Tanzanians.

In November 2011 two more graduates joined. Hadija decided to sell children's clothes (as children are very dear to her heart) and Margret is selling ladies purses to complement Grace's outfits.

For more information about our business women, please visit our website at:  
<http://www.givehearttoafrika.org/success-stories/>

## 2. Other Businesses

Not all types of businesses can be accommodated within GHTA's Women's Co-operative and therefore must be developed externally from the beginning. As well, learning in a structured school environment is a great challenge for a woman over the age of 40 who hasn't been in a classroom since she was 10 or 12. Many of these women have a true passion to succeed in business so that they can feed their children, but are virtually unemployable in a male-dominated society. As such, GHTA raises funds or finds sponsors for the most committed women and assists them with starting a small business in which we believe they will succeed.



To date, we have been able to start 4 businesses and 2 more are in progress. Linna owns a sheet business, Anjelista runs a small food store, Levina has a used clothing business, and Happy & Neema are still successfully running their coffee business (the first business started by GHTA). In the coming months, Jonais will be starting a small supermarket and Rehema will begin a chicken business.

We are so very grateful to our generous sponsors and would like to give our sincere thanks to the friends and family of the late Roberto Marchesini, friends of Karen Hayes, friends of Marianne Page, Rich Emmett, and Sandy and Costas Saratsis.

For more information about these businesses, please visit our website at:  
<http://www.givehearttoafrika.org/success-stories/>

### **3. Sponsored Students**

Education is truly a privilege in Tanzania. It is virtually unaffordable for the majority of the population, yet people of all ages have an enormous desire to learn. We believe they have the same right to make their dreams come true as any 20 year old in our respective countries. So far, with the help of our generous sponsors, GHTA is sending 10 students to school. In 2012 we plan to send 4 more students to either a vocational school or university.



We would like to express our gratitude to our sponsors, namely Janet Bailey, Judith Versenyi, Joanne Mitchell, employees of S&P Madrid, friends of the Saratsis family, friends and family of the late Roberto Marchesini, Sara Cousineau, Alison Savage, and friends and family of Angela Coleman.

### **4. GHTA's Small Business School**

Knowledge is power and is the only route out of poverty. GHTA is fortunate to educate 80 students every year and give them the basic skills to start a small business or find a job. In 2010, we moved our school to a new location beside Ushirika University. We have expanded our computer room with the help of Bazaar Voice who donated 5 new laptops, Katia Hadaschik who donated a projector, our handy man Peter who painted new large black boards, Anne Coleman who developed our new English exercise text book, and many international volunteers who helped us improve our lesson plans, exams and exercises. We want to thank everyone for their involvement.

## 5. Our volunteers

It is a fact that without international volunteers our organization would not run. Without volunteers, our students would not receive desperately needed education and our graduates would not have a chance owning a business. From the bottom of our heart, we would like to thank you ALL for making 2011 a very successful year. Thank you for sharing your heart and mind with our students.

*On a personal note, I would like to thank Ms. Victoria Snowman, a former volunteer, for taking time from her busy job and life in Madrid to help GHTA. Victoria traveled to Tanzania to manage GHTA in my absence, giving me an opportunity to further GHTA's cause in Canada as well as re-build my personal funds to be able to return to Moshi and continue GHTA's work there. I will be eternally grateful. Thank you Victoria.*

### **Thank you kindly for all your support**

Should you have any questions, do not hesitate to visit our website at [www.giveahearttoafrika.org](http://www.giveahearttoafrika.org)  
or contact us at [info@giveahearttoafrika.org](mailto:info@giveahearttoafrika.org).

You can also follow us at [giveahearttoafrika.blogspot.com](http://giveahearttoafrika.blogspot.com), [twitter.com/GHTA](https://twitter.com/GHTA) or like our Facebook page at [facebook.com/giveahearttoafrika](https://facebook.com/giveahearttoafrika). You can also see our students on Youtube – Give a Heart To Africa.

Sincerely,  
Monika Fox  
Executive Director

