

BREAKING NEWS

WOW TANZANIA JANUARY 2024 NEWSLETTER



WOW CAFÉ OPENED JAN 17

Breaking News: Wow Cafe: Blending Flavor and Purpose in the Heart of Tanzania

Arusha, Tanzania - In a series of unexpected turns, Wow Cafe quietly opened its doors on January 17th, offering a unique dining experience in the heart of Mororoni Tanzania. Rather than becoming an overnight sensation, locals are gradually dropping in to discover who we are. We've already received a few orders for chicken, chapati, fries, and Palau, but building our clientele will take time. Next month, we plan to reach out to tourist companies, aiming to expand our reach.

Our culinary journey took another unexpected turn when our original chef had to step away until March because her baby is sick. Fortunately, we discovered Happyness, a single Tanzanian mother actively seeking employment. Like all of our Tanzanian employees, this opportunity has the potential to positively transform her life forever.

Richard, our friendly waiter, has seamlessly become a part of the Wow Cafe family, impressing customers and staff with his dedication to service and a warm smile.

What sets Wow Cafe apart is our mission. With a staggering 3.2 million kids aged 7-17 out of school in Tanzania, 90% of the cafe's proceeds support our NGO focused on keeping these kids in school and breaking the cycle of poverty.

A heartening detail is that our very first customers were local school kids from across the street, savoring our Tanzanian favorite, mandaz donuts. For them, it's not just a snack - it's a taste of a brighter future.

In the midst of the community's challenges, Wow Cafe stands as a source of positivity. Modern vibes and tasty dishes like BBQ chicken offer a contrast to the modest living conditions in the neighborhood, creating a place where people can eat, find comfort, and offer support.

The reality check hit when a kid with a tattered sweater walked in - a stark reminder of the poverty here. Wow Cafe dreams of a day when every local kid can have decent clothes, a clean home, and chances for education and jobs.

wow café opened Jan 17



Happyness (the cook), Richard (the waiter), and Paula Chomba (co-founder and Café Director)



Our VIP Clients

Despite the initial success, we're still facing challenges. Essential items like a refrigerator (\$600), a stove (\$400), and a proper water filter (\$500) are currently beyond our reach. Additionally, maintaining a stocked café has become a struggle. Until we start turning a profit, which might take some time, we lack the resources to sustain ourselves independently. Your support during this crucial phase is greatly appreciated. Big thanks to those who've already chipped in, and we're calling on others to join the cause.

As Wow Cafe continues its journey, it's not just about satisfying hunger – every bite chips in to shape a better tomorrow for these kids. If you find yourself in Tanzania, swing by Wow Cafe, where good food meets a good cause. We're gearing up for the future, planning events and shows where we can showcase the talents of local Tanzanian artists and create more opportunities for the community. **To give tax deductible donations for our project, please visit <https://www.globalgiving.org/projects/coffee-beans-of-hope-brewing-change-for-the-poor/>**





Chicken Farm Chronicles: A Tale of Grit, Feathers, and Freezer Woes



Our New Freezer



Nestled in the rustic charm of Tanzania, our chicken farm is on a bumpy but hopeful road to success. It's been quite the journey so far, filled with challenges, unexpected turns, and a lot of clucking chaos. The good news? We've managed to strike up some valuable partnerships with local BBQ joints, who've generously placed sizable orders – a lifeline for our new coop. These orders, like a breath of fresh air, are giving us the boost we desperately need.

On the home front, we're proud to share that we've extended a helping hand to Anna's family from our Sponsor-a-Child program. She's embarked on a venture, selling the insides of our chickens. It's a modest start, but we're hopeful that it could eventually become a beacon of financial stability for Anna's family, who currently rely entirely on the kindness of our donors.

With no prior chicken experience, we're learning the ropes day by day, facing hurdles as we go. Our farm is teetering at full capacity, with almost 2000 chickens pecking around. We're eagerly anticipating the day when our 400 layers start laying eggs, offering a glimmer of hope on our financial horizon.

However, life on the farm isn't all sunshine and feathers. Tanzania's frequent power cuts are throwing a wrench into our operations. Each blackout means firing up the generator, chugging gas, and a race against time to prevent our precious poultry from spoiling in the freezer. It's a tough pill to swallow, and we've already lost some valuable stock.

To add to the coop drama, our current freezer is playing hard to get, claiming it's over capacity. This chilly rebellion is causing some of our chickens to lose their freeze and, unfortunately, go to waste.

Today we just bought a new freezer to tackle this chilling issue.

Here's the deal – we're far from having it all figured out. Our chicken business is not yet profitable, and we're counting on your support to navigate these choppy waters. The families we support and those who may depend on us in the future are hanging in the balance.

We're doing our best to turn challenges into opportunities, but the struggle is real. Your continued support means the world to us as we work hard to build a stable nest for our farm and those it serves. Thank you for standing with us during these feathered challenges. **To give tax deductible donations for our project, please visit <https://www.globalgiving.org/projects/feathers-of-hope-empowering-by-poultry-farming/>**

Empowering Dreams: Joseph and Saumu Defy Odds, Graduate to High School Success

Arusha, Tanzania - In a world where dreams are often crushed under the weight of poverty, two bright stars are defying the odds and embarking on a journey to break the cycle of despair. Meet Joseph and Saumu, shining examples of resilience and determination, thanks to our Sponsor-A-Child program.

Last week marked a significant milestone for Joseph and Saumu as they eagerly stepped into the hallowed halls of high school, leaving behind the bleak prospect of life on the streets. It's a triumph that almost didn't happen. Before our intervention, Joseph contemplated quitting



Aziza loves her new backpack



Aziza, Emanuel, and Joseph, SAC

school to roam the streets in search of work, a heartbreaking fate shared by too many children his age. Meanwhile, Saumu found herself begging for food and rent money, her education hanging by a thread due to insurmountable fees. In a country where only 34% of Tanzanians manage to attend and complete high school, and 58% receive only a primary school education, Joseph and Saumu's success is nothing short of extraordinary. Adult illiteracy rates lingering at 20% highlight a glaring issue – a lack of education contributing to the perpetuation of poverty.

"We believe that education is the key to breaking the spiral of poverty," says our Chairman, Paula Chomba. "Teaching these children to think critically and independently is the foundation for a better life."

Imagine a life where you halted your education in 6th or 8th grade. Joseph and Saumu were perilously close to that reality. However, against all odds and with the support of our program, they not only stayed in school but are excelling. A combination of tutoring and summer school propelled them past the hurdles, a victory we proudly celebrate.



Lailatu and Saumu, SAC

WOW's sponsor-a-child program



YET, THE JOURNEY DOESN'T END THERE. ONE OF THE ONGOING CHALLENGES IS SECURING THE ESSENTIALS – RENT, SCHOOL SUPPLIES, UNIFORMS, LUNCHES, AND THOSE SEEMINGLY ELUSIVE SCHOOL FEES. IT'S A FINANCIAL UNDERTAKING, AND WE'VE ALREADY INVESTED A STAGGERING ONE MILLION TANZANIAN SHILLINGS (APPROXIMATELY \$400) TO ENSURE JOSEPH, SAUMU, AND THEIR SIBLINGS CONTINUE THEIR EDUCATION THIS SEMESTER. WITHOUT THE GENEROUS SPONSORSHIP FROM COMPASSIONATE INDIVIDUALS LIKE YOU, JOSEPH, SAUMU, AND COUNTLESS OTHERS WOULDN'T HAVE THE CHANCE TO PURSUE THEIR DREAMS THROUGH EDUCATION. TO THOSE WHO'VE ALREADY JOINED US ON THIS TRANSFORMATIVE JOURNEY, WE EXTEND OUR HEARTFELT GRATITUDE. TO THOSE CONTEMPLATING SPONSORSHIP, YOUR CONTRIBUTION CAN BE THE BEACON THAT ERADICATES POVERTY FOR AN ENTIRE GENERATION OF CHILDREN HERE IN ARUSHA, TANZANIA.

AS WE WITNESS THE POTENTIAL OF THESE YOUNG MINDS, WE BELIEVE IN PROVIDING MORE THAN JUST AN EDUCATION – WE'RE OFFERING A CHANCE FOR THESE CHILDREN TO SHOWCASE THEIR CAPABILITIES TO THE WORLD. TOGETHER, LET'S ILLUMINATE THE PATH TO A BRIGHTER FUTURE AND PROVE THAT EVERY CHILD DESERVES AN OPPORTUNITY TO SHINE.



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TO DONATE: [paypal.me/wowtanzania](https://www.paypal.com/donate/?url=https://www.wowtanzania.org)

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