

 **Powering Potential[®]**

Empowering Rural Tanzania Through Technology



About us



Mission

Powering Potential leverages local knowledge and expertise to provide students in underserved areas of Tanzania with educational resources and the digital skills they need to succeed in school and prepare for the workforce in an evolving global economy.

With improved learning and technology literacy, students are better prepared to pursue higher education, secure employment, and build a brighter future.

Vision

A future where every child has the skills and opportunities to succeed in the digital world, fulfilling their potential as global citizens.

The Challenge

Unrealized Potential:

- 50% of population is under age of 18
- High rates of underemployment and informal employment
- 70% of people employed in low-wage, low growth sectors
- Poverty twice as high in rural areas as urban areas

Education Gap:

- Severe textbook shortage: 1 textbook per 10 students
- Access to electricity is absent or inconsistent
- Only 30% graduate from secondary school, even lower for girls
- Only 5% attend tertiary education (one of the lowest rates globally)



The Challenge

Technology Divide and Skills Gap:

- Lack of access to modern technology and digital resources in schools
- Inadequate teacher training on digital literacy
- No internet access in schools
- Students lag behind in digital skills essential for modern job markets



Our Solution

Target market

- **Primary:** Secondary school students (ages 13-18) in rural, poorly accessible, mostly off-grid and low-income areas of Tanzania
- **Secondary:** Teachers and school administrators who are trained to use, teach and maintain the technology
- **Local communities:** Feel a first-hand ownership of technology in their local schools thus support security, continuity and assist with funding

Comprehensive Approach

- Install computers and solar power systems in rural schools
- Provide extensive student and teacher training programs
- Distribute educational software based on local curriculum
- Foster a sustainable environment through community involvement



Program Components

Technology Installation

- 20 computers
- Projector, screen, printer
- Internet router with data bundle
- Solar power system

Training for Teachers and Students

- Hands-on workshops and continuous support
- Training on use of educational software, office efficiency tools, coding
- Education + Professional skills

Access to Education Materials

- Educational software designed for Tanzanian national curriculum
- Access to online learning tools, including from Tanzanian Ministry of Education





Our Solution

Possibilities of Technology

- Computers + Software make up for inequalities and shortages in education
- Software and online tools overcome textbook shortage and lack of exam prep materials

Education + Job Skills

- Digital curriculum and study tools increase exam success, graduation rates, and educational advancement
- Students graduate with digital skills necessary for modern workplace

Economic Development

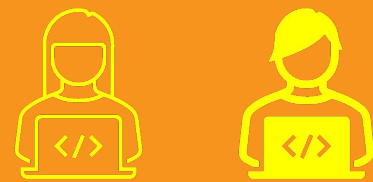
- Graduates employed at higher rates
- Graduates access higher wage, higher growth jobs
- Graduates able to contribute to development and economic growth



Impact Statistics



130 projects
implemented
at 39
schools



37,500
students and
teachers have
a world of
knowledge at
their fingertips



Graduation rates
3x national
average



Tertiary
education 10x
national
average



Employment
10x national
average

Increased community engagement and support for education.

Current Focus and Future Growth

Next 2-3 Years

- **Karatu District Digital Empowerment:** A solar powered computer lab at every secondary school in Karatu District of Northern Tanzania (23 schools)
 - 7 Schools completed
 - Funding secured for 2 more
 - Currently fundraising to complete remaining 14
 - Total Budget: \$320,000
 - Impacting approx. 12,000 students

Next 5 Years

- **Return to former schools** to update equipment and training

Next 10 Years

- Increase Tanzanian team and partner with other NGO's to **expand program to other regions of Tanzania**

Thank you!

Thank you for your time and support.

Together, we can build bright futures
for youth in Tanzania.

Contact:

caitlin@poweringpotential.org

www.poweringpotential.org

+1 929 265 1167

 **Powering Potential**

