



Annual Report

2013

tareto
maa

Dear Supporters,

2013 has seen both important successes and severe challenges at Tareto Maa.

First of all, it is great news that FGM is in steep decline in the Kilgoris region. 2013 was the first year that no girls sought shelter at Tareto Maa to escape genital mutilation. But there were many abandoned orphans who came to us and asked for shelter. To help these children is a pressing task.

The Kilgoris region has been hit by a severe maize (corn) disease which destroyed the harvest. Thanks to the help of many supporters worldwide we were able to cope with this food crisis.

New Tareto Maa groups were founded in the USA and Austria. These groups give a great momentum to our work. It was sad news though that the Tareto Maa group in the UK had to cease its work.

2013 has seen a lot of achievements. For example, a first book about Tareto Maa and a joint Tareto Maa choir. A Facebook page and a Tareto Maa WIKI. Some new buildings and a new maize field. Bikes for the children as well as books, medicine and glasses. But there are still many tasks ahead.



We now have 106 girls at the center and with more girls moving on to secondary education the costs are still increasing. Further challenges for 2014 will be to build a dining hall for the refuge and to establish a training and farming center. This training center shall improve the job prospects of the youth in the refuge and the community and shall help to increase food supply. We would be happy if you accompany us on this path, and we appreciate your help.

On behalf of the girls we say a big thank you.

Yours faithfully,

Gladys Kiranto

Gladys Kiranto

Chairwoman of the Tareto Maa Organization, Kenya

2013 in Review



JANUARY



A new kitchen constructed

The Berlin communication agency Navos donated the funding to build a kitchen. ↑



A new class starts

A new class of pupils started at our primary school, the Naitawang Riverside Academy. ↑

FEBRUARY



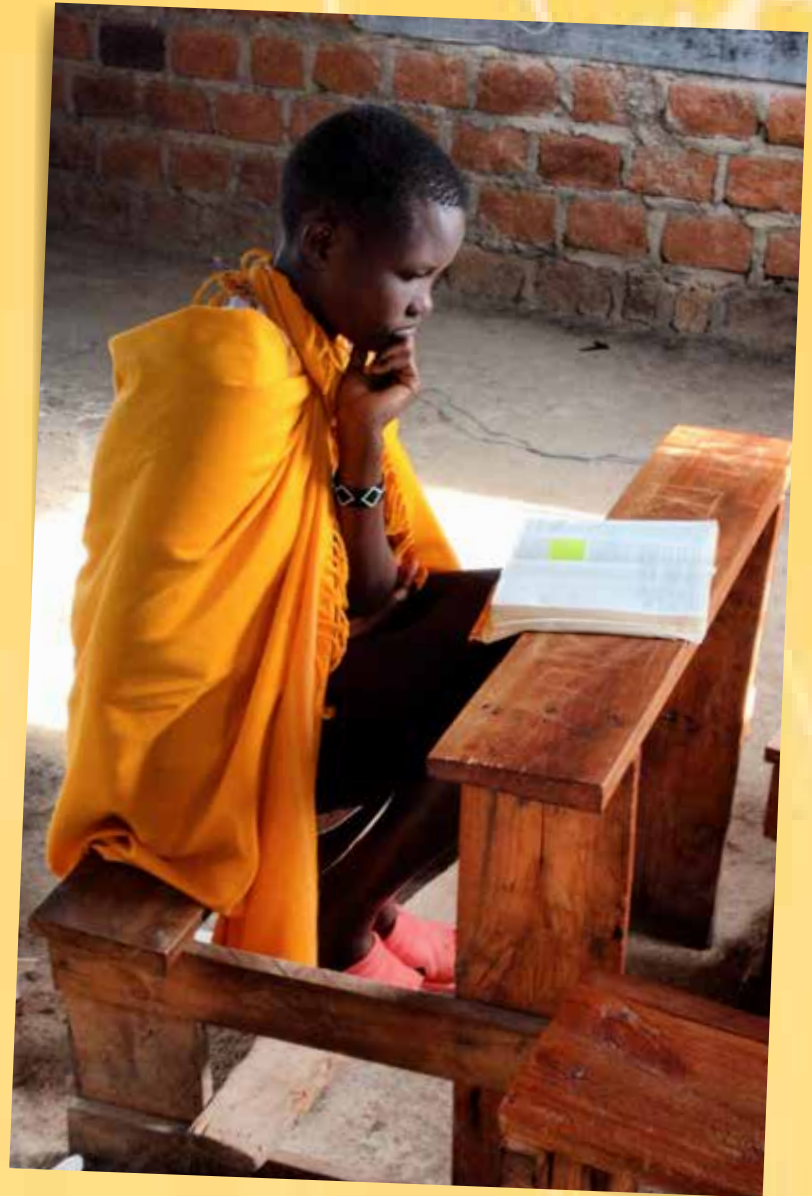
International Day to fight FGM

Helen Marshall from the UK wrote a blog post acknowledging the work of Tareto Maav and the International Day of Zero Tolerance for FGM (6th February): <http://bit.ly/1clhO6w> ↑



Students in Japan fund-raise for a sponsorship

An enterprising group of students from Keimei Gakuen Junior High School in Japan raised enough funds to sponsor a year of education for a girl at Tareto Maa. ↑



Successful exams

Eight girls from the Tareto Maa Center took the national exams to complete primary school. All the girls passed the exam and started attending secondary school (high school). ↑



Expanding the farm

Tareto Maa succeeded in buying new land to grow more corn and vegetables.





MARCH

Music for Tareto Maa

Ensemble six, a music group from Germany, supported Tareto Maa by selling CDs. The revenues financed the school attendance for one child for a whole year.

APRIL



Charity run in Vienna

Philippe Aladenise, President of Tareto Maa Austria, ran the Vienna half marathon in honor of Tareto Maa. Through his project page on Betterplace.org he raised school fees for 5 girls in the Tareto Maa Refuge ↗

Tareto Maa goes USA

Jackie Adams, who has previously served as a Peace Corps Volunteer in Africa, began preparations to found the U.S. chapter of Tareto Maa. The group was successfully registered in June, 2013. →



Nike Foundation publishes an article

The Nike Foundation published an article about Tareto Maa based on an interview with Gladys Kiranto: <http://bit.ly/1jGZmma> ↗



MAY



A new Facebook page

Tareto Maa launched a new page on Facebook to better serve the needs of its community and keep supporters posted on events at the Tareto Maa Center:

www.facebook.com/TaretoMaa ↑



Sweaters, books and toys

The rainy season was bitterly cold and we urgently needed warm clothes until a family in the U.S. donated 104 sweaters. The Center also received books from a German donor and a box of presents from a Canadian donor ↓



Fundraising for bikes

A supporter from Berlin started a great pilot project. On Betterplace.org he raised enough funds to purchase 6 bikes, a toolkit, a trailer and funding for training of a mechanic. The bikes will enable the children to cycle to far-off schools, bring sick people to the doctor, and bring supplies to Tareto Maa. ←

JUNE

Victory at school competition

The students of our Naitawang Riverside Academy won first place in their district at a singing and dancing competition. Later, they also won the province competition and qualified for nationals. Unfortunately, they were unable to attend when the finals at Nairobi were cancelled due to a teachers' strike. ↓



Shipping fees to send teddies to Kenya

A German company donated 110 teddy bears for the girls at Tareto Maa. With the help of several supporters worldwide, we raised the funds to transport 4 big boxes of bears to Kenya. The girls loved playing with their new furry friends. ↑

Conference on child marriage

Our project manager, Rona Narikungera, travelled to Tanzania to attend the East Africa Conference on Child Marriage. For Rona this was the first flight in her life and for Tareto Maa this was the first international conference we've attended. →



JULY



A series of articles about Tareto Maa

Jackie Adams, the President of Tareto Maa USA, published a series of articles about her involvement with Tareto Maa in her hometown's newspaper. ⬆



A parcel from Japan

A class of students at the Keimei Gakuen Junior High School in Tokyo and their teacher sent a gift package with school supplies to Tareto Maa. ⬆



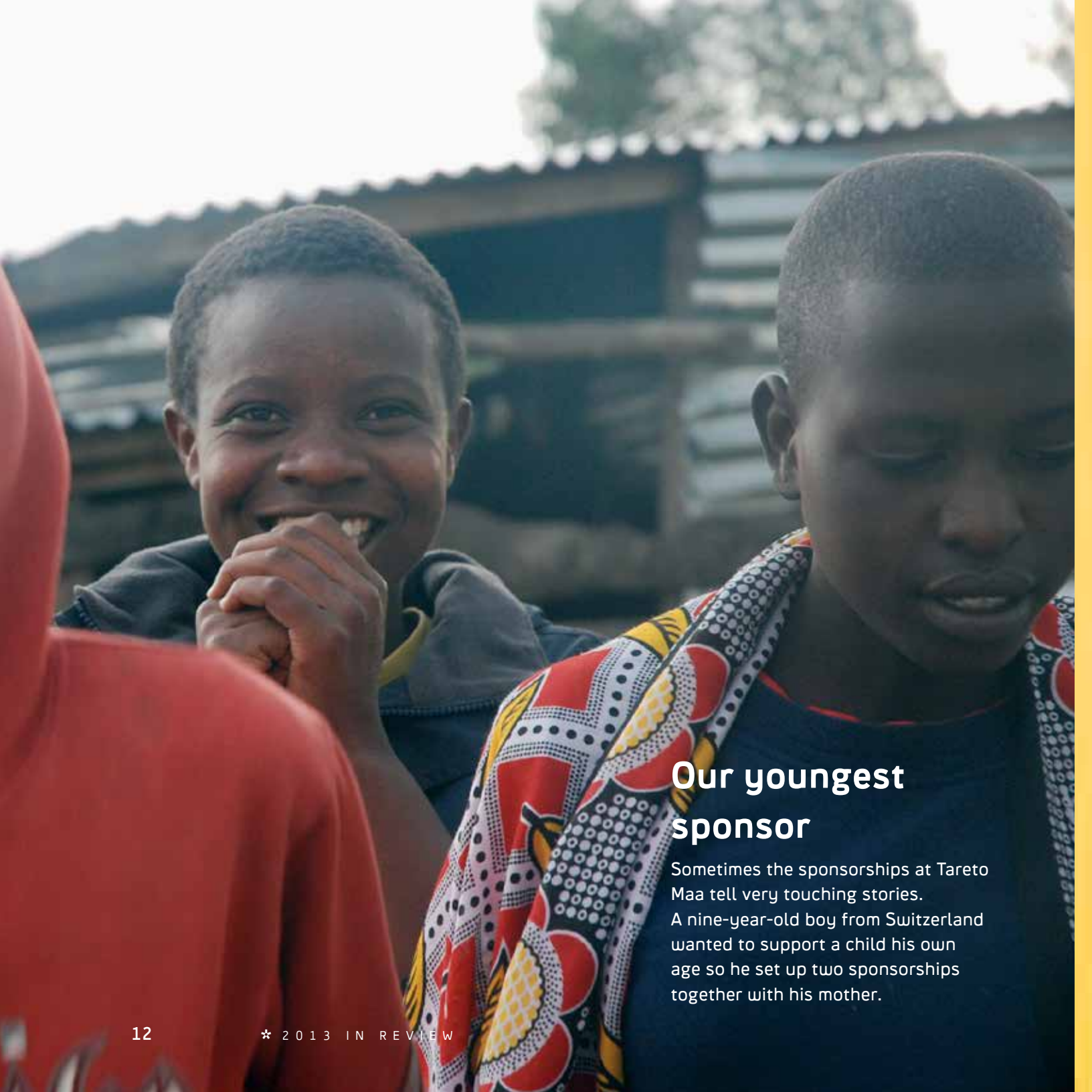
Plant disease destroys harvest

A maize (corn) disease destroyed the harvest for Tareto Maa and of most farms in the Kilgoris District. Due to the help of supporters worldwide, we succeeded in raising funds for buying food for the children. Furthermore, leaders of Tareto Maa met with local and national authorities to prevent another harvest fail. ⬆



A Tareto Maa WIKI page

We created a WIKI page to share the experience gained from the completed projects, encourage dialogue and communication about what we do: www.appropedia.org/Tareto_Maa ⬆



Our youngest sponsor

Sometimes the sponsorships at Tareto Maa tell very touching stories. A nine-year-old boy from Switzerland wanted to support a child his own age so he set up two sponsorships together with his mother.

AUGUST

A new Kiva group

Tareto Maa founded a new group on the online platform Kiva.org. Unfortunately, the reason for having to create a new group is because of the disagreements of leadership of our old group. Many thanks to Jeanne and to Johannah for joining us as team captains on Kiva. →



Girl empowerment

The girls crocheted recycled plastic bags into change purses and made traditional Maasai bracelets (using the colors of the Tareto Maa logo). These items were sold in the U.S. with half of the proceeds going to support the efforts of Tareto Maa and the other half benefiting a project of the girls' choice: the purchase of running shoes. ←

Teddy bears and bikes

While Jackie and Armin visited Tareto Maa, the teddy bears and the bikes were given to the girls, and they loved it! The girls spent much of their leisure time learning how to ride a bike. There were many minor accidents in the beginning, but the girls persisted and within a few days many of them were adept at riding on their own. ←





Opening the library

After receiving 50 pounds worth of children's books, we opened a library, assigned one of the girls as a librarian, and set up official office hours for the girls to borrow books. The girls love spending the afternoon gathering to read aloud together.



Visiting Tareto Maa

Jackie Adams, president of Tareto Maa USA, visited the Tareto Maa Center for the first time. She travelled together with Armin Erkens, president of Tareto Maa Germany.

Jackie published a very personal and inspiring travel report describing what the trip meant to her:
www.tareto-maa.org/my-first-visit-at-tareto-maa

SEPTEMBER



Macarena — Kenyan style

The girls announced that they wanted to do the Macarena and somehow convinced Jackie to join in. ↑

Meeting government- ment and NGOs

During their stay in Kenya, Jackie and Armin met with several representatives of the Kenyan government, the district administration and cooperating NGOs. →



OCTOBER



A parcel from Croatia

A parcel from Croatia arrived which included clothes for the girls and a handmade booklet about wildlife in Kenya. ←

Fundraiser in Ohio

Jackie's family assisted with the sale of change purses at a local market in her hometown of Hicksville, Ohio. →



The girls get glasses

After undergoing an improvised eye exam, the girls having problems reading were sent to an eye doctor in Kisii. Now 9 of the girls in the refuge are wearing glasses. ←

NOVEMBER

Meeting in Nairobi: Donation from the BNI

Members of the German business network BNI donated a substantial amount of money for Tareto Maa. Rona and some of the children travelled to Nairobi, to receive the symbolic check. ↓



A Tareto Maa Group in Austria

Tareto Maa now has an official group in Austria. Many thanks to Philippe Aladenise who registered this new chapter. The Austrian group will help us to find financial support for the children of Tareto Maa and to raise awareness about FGM. (The photo shows Philippe at his charity run in Vienna.) ↑

A book about Tareto Maa

A Tareto Maa book was published. The book contains 44 pages with photos that Caroline Annandale took at Tareto Maa, and with the stories of the girls why they had to escape to our refuge. The girls themselves picked the name of the book: „Tumaini“. That's Swahili and means „Hope“. →





A new rain water tank

A communications agency from Berlin donated a rain water tank for Tareto Maa. The tank will collect the rainwater from the roof of the dormitory to be used as drinking water and for farming.

DECEMBER



Fundraising Challenge

Tareto Maa participated in the Betterplace.org Fundraising Challenge. Due to the tremendous support of many people worldwide, we ranked no. 5 in this competition and won a bonus award. ←



S(w)inging Christmas

A German singer and a Swing music group named Boogielicious gave a concert in a church. After the concert, the congregation collected donations for Tareto Maa. →



Clothes as presents

Several donors from the U.S. and Germany made donations to buy presents for the children including new mattresses, school shoes, dresses, and sweatshirts. ←



The Tareto Maa Christmas Choir

Tareto Maa presented its very first Christmas Carol. This video stars Japanese students, U.S. families, a choir from Finland, an opera singer in Germany, Tareto Maa board members, lots of supporters, friends and relatives — and even a zebra and an elephant: <http://youtu.be/xhc-GUcotuY>



A good harvest

Whereas the harvest in July failed due to the viral plant disease, in the second half of the year we got seeds which proved to be resistant to the virus. Therefore the harvest at the end of 2013 was successful. →



A special meal

Thanks to a donation from the U.S., the girls of Tareto Maa feasted on a nice Christmas meal of goat and rice. ←



Great news: FGM on the decline

During the “circumcision season” in December, no girls sought shelter at Tareto Maa to escape FGM. Though we do not know whether FGM in the area is completely eradicated this evidence suggests a rapid decrease. →





Financial report 2013

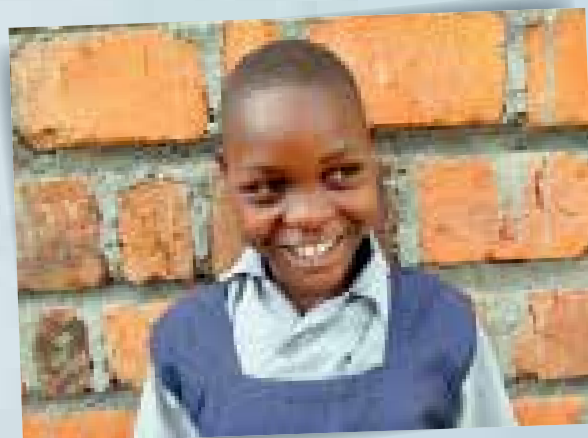
Overview

In 2013, the Tareto Maa Organization had expenses of 3,986,580 Kenya Shillings (= \$46,903/ €36,240).

2,329,500 KES – around 58 % of the budget – was spent for the girls' education and school attendance; 602,350 KES for further food and clothes; and 420,300 KES – that equates to 10.5 % – on administration and staff (childcare, cook, security, manager).

The revenues in 2013 amounted to 6.912,471 KES (= \$81,324/ €63,859). The surplus of revenues (compared with expenses in 2013) is due the fact that around 2,000,000 KES was transferred from the German bank account to Kenya in December 2013. This money was assigned for paying the school fees in January 2014 and for buying the construction materials for building the dining hall. So these donations were registered as revenues in 2013, and will be registered as expenses in 2014.

The detailed report can be read here: <http://bit.ly/1o5KwWm>



Main tasks for 2014

Our 2014 agenda contains a long to-do list and two major projects: a new dining hall and a training center.

The new dining hall is a request from the Kenyan authorities and will benefit both the children from the rescue center and the primary school. The building work is scheduled to begin in April 2014.

The training center is a key project to support the older children who completed school and wish to learn a profession. It should also generate revenue for the community and help strengthening their independence. We will start with a sewing workshop and extend rapidly with a hairdressing studio, a computer center and a sustainable agricultural farm.

Also, in 2014 we intend to initiate and agree on a strategy for Tareto Maa for the coming years. Tareto Maa is celebrating its 5th anniversary in 2014. Now our task shall be to provide a good basis for Tareto Maa's further growth and development.

A Nurturing Presence — **Sarah Saera** helps the girls with their daily needs

It takes many long hours to cook Ugali for more than a hundred children. Ugali, a porridge made of corn, is Kenyans national dish and it is what the children love to eat. Sarah Saera is one of the cooks at Tareto Maa and she helps take care of the children by serving, not only for their food but also for all their daily needs. If a knee is bleeding after a bike accident or a sweatshirt needs to be mended, Sarah is there.

Before Sarah, a mother of six sons and one daughter, started to work at Tareto Maa she earned a living by helping people in harvest time – in addition to tending to her own farm. Now she is a trusted leader for the girls in the Tareto Maa Refuge. Sarah encourages the girls to work hard in school and to excel in education. She hopes that Tareto Maa will continue to support the vulnerable and needy children in the local community.

Sarah's way is a bit shy, but always friendly, gentle and open-minded. When the bicycles arrived at Tareto Maa, she was one of the first to give it a try, laughing all the while. In her leisure time Sarah loves to create traditional Maasai bracelets. This hobby is another thing she shares with the girls of Tareto Maa.

Jackie Adams, President of Tareto Maa USA, says of Sarah, "Sarah is so sweet and has a great sense of humor. She went out of her way to make me feel at home during my stay and I can't wait to see her again this year."

We are so grateful to have Sarah as part of our team!



The **Tareto Maa** teams abroad

Tareto Maa USA

In 2013, the most basic accomplishment of Tareto Maa USA was the founding and registering of the group. As soon as this was achieved we started several fundraising initiatives for Tareto Maa and raised approximately \$10,000.

In August of 2013, I visited the Tareto Maa Refuge. I met with the Kenyan team, but first and foremost: I met the children at Tareto Maa! I promised to the girls that I will come back in 2014 to meet with them again.

A very important goal of Tareto Maa USA in 2014 is to make sure we get 501(c) 3 status and to facilitate a launch party then. Our group set the task of collectively raising \$30,000 through fundraising efforts in 2014. Furthermore, we want to intensify our cooperation with partners like universities and business networks, and also with local shop owners who are willing to sell Tareto Maa bracelets and other Tareto Maa items.

Jackie Adams,
President of Tareto Maa USA

Tareto Maa Austria

The idea to create an Austrian branch for Tareto Maa developed slowly after having contributed previously to the hencoop and the playground projects. One year ago, in February 2013, Armin Erkens and I met for the first time in Berlin where we talked about starting a support team in Austria.

Few months later, I also got to know Gladys Kiranto. In April 2013, many people worldwide supported me for my ever first charity run, the half city marathon in Vienna. We collected 1,600 Euro, enough money to send 5 girls to school!

In autumn 2013, the new group was officially registered in Austria! Beside the ongoing fund raising events for the children in Kilgoris, we are also coordinating ourselves with the other teams in Kenya, in Germany and in the United States.

Philippe Aladenise,
President of Tareto Maa Austria

Tareto Maa Germany

In 2013, Tareto Maa Germany continued its efforts to raise funds for Tareto Maa, in particular via fundraising campaigns by individual supporters, networking activities by the board members and online fundraising at Betterplace.org. Furthermore, one of the group's main tasks was to manage and administrate Tareto Maa's program of child sponsorship. 90 girls at Tareto Maa had personal sponsors in 2013, with sponsors coming from 5 continents. In total, €56.010 (around \$72,800) were transferred from the German to the Kenyan Tareto Maa account.

Due to private reasons, our vice chairwoman had to resign from her work in the executive board. But she will continue to be a supporter of Tareto Maa. We already found a new chairwoman who has already been supporting Tareto Maa for many years. With our team we are looking forward to 2014's new tasks.

Armin Erkens,
President of Tareto Maa Germany



Imprint and contact

Take action and donate

You can support Tareto Maa via online donation platforms or bank transfers.

Internet:

www.tareto-maa.org

www.betterplace.org/en/projects/1707

www.globalgiving.org/projects/9169

www.facebook.org/tareto-maa

Email: contact@tareto-maa.org

Bank accounts:

Tareto Maa Organization (Kenya)

Equity Bank of Kenya,
Account Number: 1230162195700,
BIC SWIFT: EQBLKENA,
Bank Branch: 123

Tareto Maa Deutschland

Berliner Volksbank,
BIC SWIFT: BEVODEBB,
IBAN: DE05100900002292163005

Tareto Maa Austria

Raiffeisenbank Wienerwald,
BIC SWIFT: RLNWATWWPRB,
IBAN: AT853266700000407080

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We say thank you

We have so many people to thank for their support in 2013.

All our supporters on Betterplace, GlobalGiving, Kiva and Facebook

The 90 child sponsors who enabled a child to attend school with a monthly fee of 35 USD / 25 € (incl. the Kiva Group Harambe)

Many people who helped us with graphic design, computer skills, translations, communications, and inspiration

Many individual supporters who started fundraisers for Tareto Maa, as well as companies and private persons who donated books, medicine, toys, clothes and school supplies for the children

The team members in Kenya, USA, Austria, and Germany

Without you, the children of Tareto Maa would not have been safe and able to attend school in 2013! Thank you so much for your support!

