

Tanzanian Children's Fund  
Brand Book





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## Our History

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After climbing Mt. Kilimanjaro and falling in love with the country and its people, in 1998 India Howell moved permanently to Tanzania to manage a lodge for a safari company. Through her work with the surrounding community, India recognized the growing number of orphans and at risk children living in poverty and felt compelled to take action. In 2004, she partnered with Peter Leon Mmassy to create a loving and permanent home for 17 orphaned children. With the help of our supporters and the Tanzanian community, that single house has expanded to become a Children's Village for 102 children and a thriving community-based organization providing free healthcare, primary and secondary education, and Microfinance loans and training to the residents of Oldeani Ward.



## **Our Mission**

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Creating a home for children  
Transforming communities  
Building Futures in Tanzania

## **Our Tagline**

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Lifting Lives  
Building Futures  
Lasting Change



## Our Vision ---

We believe that all children should grow up feeling like they are the center of the universe. At Rift Valley Children's Village (RVCV), we provide a loving home and forever family to 97 orphaned and marginalized children in a remote corner of northern Tanzania. Raised to be passionate and thoughtful, by growing up at RVCV, our children are given the tools and support they need to capitalize on their own ambition and pursue their dreams.

In addition to our forever family, we are also dedicated to helping *all* children and families in our community find a path out of poverty. Through a combination of providing early-childhood education, college scholarships, health care, and employment opportunities, we are making brighter futures possible for a community of 10,000.

## By the Numbers ---

- Support a community of 10,000, of whom 6,200 are children
- Employ 125 staff in Tanzania
- Provide a home to 102 marginalized children, while nurturing over 121 children at RVCV each day
- Gyetighi Primary School is the 3rd best school in the Karatu region and in the top 5% nationally
- Treat an average of 15 patients per day at our Rural Community Health Clinic
- Deliver a high-quality education to over 900 students enrolled in our partner schools
- Empower over 720 adults through increased access to economic opportunity
- 34 RVCV children in post-secondary school (university, college, vocational school, and A-Levels).
- 89 students have earned their degrees through the support of TCF





### Gyetighi Primary School

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Recognizing that education is a vital tool in breaking down the cycle of generational poverty, we are dedicated to providing the highest quality of education to the children of the Oldeani Ward. In 2007, we began our first partnership with the Tanzanian government at Gyetighi Primary School (GPS). Our mission was to reconstruct the school and transform the ways in which students were learning. We wanted GPS to be a safe haven, where kids could advance their education without the fear of attending school.



### Oldeani Secondary School

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In 2013, we expanded our partnership to manage Oldeani Secondary School (OSS). Together, we provide education and free healthcare to over 850 students. In addition to co-managing the day-to-day operations of each school, with the government contributing less than \$5 per student per academic year, TCF is responsible for covering the costs of infrastructure, lunch programs, teacher salaries, trainings, and school materials.



### **Rural Community Health Clinic**

With the nearest hospital over three hours away by foot, we have made access to medical care for our children and community a top priority. We provide a catchment area of 10,000 people with free, high quality care at our Rural Community Health Clinic. In addition to providing preventative health screenings to every student enrolled at our partner schools, our on-site Registered Nurse treats an average of 23 patients per day.

To meet all of the health needs of our community, our Rural Community Health Clinic hosts visiting teams of optometrists, neurologists, and dentists to ensure that even the most specialized care is available to our community.



### Community Health

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We have implemented a series of community health initiatives to assist women, children, and other vulnerable populations within the Oldeani Ward.

Our current programs include: Malengo Guardians to promote the protection of our community's youth, comprehensive health screenings at our partner schools for every student, and community-wide trainings on topics such as Asthma and Diabetes.





### Loan Program & Handicraft Initiative

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For many generations, seasonal coffee picking was the only employment opportunity available to families living in our remote corner of Tanzania. With the lack of opportunity leading to annual income under \$150, parents were left helpless in the fight against generational poverty. Too often, children had to drop out of school or work long hours on top of their studies in order to help their family make ends meet. To ensure that children could experience childhood, in 2008 we launched our Microfinance Program and have since helped more than 720 entrepreneurs provide for their families and put food on the table. With access to increasing loans, foundational business support, and programs like our Rift Valley Women's Group handicrafts initiative, average incomes in our area have more than doubled.



## Follow Our Work \_\_\_\_\_



Tanzanian Children's Fund



@tanzanianchildrensfund



Tanzanian Children's Fund



Tanzanian Children's Fund



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## Social Media Policy

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We ask that you always think about the photos you are taking from the perspective of the subject. In an increasingly digital world, we are constantly re-evaluating how we can best protect our children and respect their privacy. Social media is a place where we wish to show the personalities of our kids and engage with our loyal network of supporters in a healthy way.

**Be responsible**, ask for approval from our Digital Media & Sponsorship Coordinator before posting photos of our children on social channels. Please do not post pictures of our daycare children. While we ask you consult our organization prior to posting, photos on our Flickr account are approved for use.

**Be a storyteller**, post with a purpose that informs friends and family about your time here and our unique approach to generational poverty.

**Be aware** of the correct terminology, acronyms, and titles when referring to our programs and the village.

**Be present**, and remember your role as a visitor or volunteer is to teach and mentor our children and have a ton of fun doing it! Sometimes a phone is better left at home.

**Be optimistic**, focus on hope, happiness and potential when posting pictures. We do not condone “poverty porn,” or images that highlight human suffering.

**Be conscious** of negative stereotypes that exist about Africa and poverty. Aim to change the conversation.



## Brand Guidelines

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At TCF, we realize it's important to share your experience here with friends and family. We ask that you follow our guidelines to make sure you are highlighting our organization with correct terminology.

The Tanzanian Children's Fund is the umbrella entity or organization in the United States and the Rift Valley Children's Village is the headquarters and home for the children in Tanzania. The Rift Valley Children's Fund is the registered NGO in Tanzania. "Tanzanian Children's Fund" should be used when talking about all of the programs administered by TCF and RVCV. This term should especially be used when speaking to audiences who have never visited the village.

## Descriptions & Acronyms

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**The Tanzanian Children's Fund (TCF):** Provides support for the Rift Valley Children's Village and other community-based programs that improve the lives of marginalized children of Tanzania.

**The Rift Valley Children's Village (RVCV):** Provides a permanent and loving home for orphaned and at-risk children.

**The Rift Valley Children's Fund (RVCF):** The registered NGO in Tanzania that operates the Children's Village and all other programs.

**Gyetighi Primary School (GPS):** The Tanzanian Children's Fund partners with the Tanzanian government to co-manage Gyetighi Primary School, with the aim of improving education outcomes for all the students in the community.

**Oldeani Secondary School (OSS):** the success of Gyetighi led to a similar partnership with a local government to manage the local secondary school in 2013. The partnership will provide local students with an affordable high-quality option for secondary school for the first time.

TCF partners with the **Foundation for African Medicine and Education (FAME)** to host specialized medical clinics for the community.

## Who We Are

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- ✓ Tanzanian Children's Fund
- ✓ Rift Valley Children's Village
- ✓ TCF / RVCV
- ✓ The Children's Village

## Who We Are Not

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- ✗ rift valley childrens village
- ✗ children's fund
- ✗ Children's fund
- ✗ rifty or rifty valley
- ✗ Tanzanian orphanage



# Spelling and Grammar ---

**Tanzanian Children's Fund:** always use a possessive apostrophe before the "s" in Children's.

**Rift Valley Children's Fund:** always use a possessive apostrophe before the "s" in Children's.

**Microfinance:** all one word, never hyphenated

**Microfinance Program:** Capitalized when talking about program. Not Capitalized when talking about microfinance clients, etc.

**Microloan:** all one word, never hyphenated

**Nonprofit:** one word, never hyphenated

**Handicraft:** not handcraft

**Community-based:** always hyphenated

**Long-term:** always hyphenated

**Gyetighi Primary School**

**Oldeani Secondary School**

**Karatu**

**Rural Community Health Clinic:** how we refer to the clinic

**Healthcare:** not health-care or health care

**Pass rate:** not passing rate



# Our Partners \_\_\_\_\_



GALLERY

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# Logos and Colors



Brand Fonts:  
Logo Font: EngraversD Regular  
Brand Font: Avenir



Questions about our Brand Book?  
Email: [sponsor@tanzanianchildrensfund.org](mailto:sponsor@tanzanianchildrensfund.org)

