

EMBRACE AFRICA



A: BASIC INFORMATION

Name of the Organization	EMBRACE AFRICA – EA
Address and Location	Rebman House (Anglican Compound)/Mafao House (NSSF-Building) Old Moshi & Kanisa Road, Arusha, Tanzania.
Establishment	09 September 2021
Legal status	Registered Under NGO's Act No 24 of 2012 Registration No: 00NGO/R/2236
Area of Operation	Tanzania
Organizational status	Non-Governmental Organization (NGO)
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Website	www.embraceafrica.tz
Organization contact person:	
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Position	Executive Director
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BANK DETAILS:	NATIONAL BANK OF COMMERCE (NBC) Account Name: EMBRACE AFRICA Branch: NBC LTD CORPORATE USD Acc: 011173000034 SWIFT: NLCBTZTX

B: HISTORY OF ORGANIZATION

Embrace Africa was founded in the year 2021 in response to a decrease in the standard of living, health care, legal representation and education in Tanzania. Embrace Africa founders realized that the vulnerable marginalized people of Tanzania were suffering from a lack of education, health, legal representations and

community initiatives. Embrace Africa quickly became a grassroots organization, which aims to work with the community to empower them to find solutions and work towards alleviating problems facing their community. We provide the community with the tools knowledge, funding, and support to address these problems.



C: VISION AND MISSION STATEMENT

The vision of Embrace Africa is a compelling statement that outlines the organization's inspirational goals and long-term objectives, painting a vivid picture of the future, it strives to create. In the case of Embrace Africa, its vision is centered on "**Enhancing community's wellbeing in Tanzania**". This vision statement embodies the overarching purpose and direction of Embrace Africa's work.

The following are detailed breakdown of what this vision entails:

1. Community Focus: The vision places a significant emphasis on communities. It implies that **Embrace Africa's** efforts are directed towards the improvement of the lives and wellbeing of the people living in Tanzania Mainland.

2. Wellbeing: The term "wellbeing" encompasses various aspects of life, including but not limited to health, education, economic stability, social cohesion, and environmental sustainability. Embrace Africa aims to address these multifaceted dimensions of wellbeing within the communities it serves.

3. Geographical Focus: By specifying "Tanzania," the vision narrows down the scope of Embrace Africa's work to a particular region or area within Tanzania. This suggests a localized approach tailored to the specific needs and context of communities in this region.

4. Enhancement: The use of the word "enhancing" indicates a commitment to progress and improvement. Embrace Africa doesn't merely aim to maintain the status quo but seeks to actively elevate the quality of life and opportunities available to community members.

5. Holistic Development: Implicit in the vision is the idea of holistic development. Embrace Africa recognizes that true wellbeing cannot be achieved through isolated interventions but requires a comprehensive approach that addresses various interconnected factors influencing community welfare.

Overall, the vision of Embrace Africa serves as a guiding light, inspiring the organization and its stakeholders to work towards a future where communities in Tanzania thrive, flourish, and experience sustainable development in all aspects of their lives.



D: EMBRACE AFRICA'S MISSION

The mission of Embrace Africa outlines the fundamental purpose and approach of the organization in achieving its goals. Here's a detailed breakdown of Embrace Africa's mission statement:

Mission: To improve accessibility of social services, justice and legal representation to marginalized community in Tanzania.

1. Improving Community Livelihood:

- ✓ At the core of EA's mission is the commitment to enhance the livelihoods of communities. This encompasses various aspects of life, including economic stability, access to basic needs, education, healthcare, and social empowerment.

2. Sustainable Development:

- ✓ EA is dedicated to fostering sustainable development practices. This entails implementing strategies and initiatives that meet the needs of the present without compromising the ability of future generations to meet their own needs. Sustainability is embedded in all aspects of EA's work, from health initiatives to economic empowerment.

3. Participatory Approach:

- ✓ The mission underscores EA's commitment to a participatory approach to community development. This means actively involving community members in decision-making processes, project planning, implementation, and evaluation. By engaging communities as active participants rather than passive beneficiaries, EA seeks to empower them to take ownership of their development processes and outcomes.

4. Community Development:

- ✓ EA's mission emphasizes community development as the central focus of its activities. This involves working alongside communities to identify their needs, strengths, and aspirations, and then collaboratively designing and implementing interventions that address these priorities. Community development encompasses a wide range of initiatives, including capacity building, infrastructure development, social programs, and advocacy efforts.

5. Holistic Approach:

- ✓ The mission implies a holistic approach to community development. EA recognizes that sustainable progress requires addressing the interconnected of various social, economic, environmental, and cultural factors. As such, its interventions are designed to be comprehensive, addressing multiple dimensions of community wellbeing simultaneously.

6. Empowerment and Self-Reliance:

- ✓ Central to EA's mission is the promotion of empowerment and self-reliance within communities. By providing resources, skills, and support, EA aims to enable communities to become self-sufficient and resilient in the face of challenges. This involves building local capacities, fostering entrepreneurship, and promoting inclusive decision-making processes.

In summary, the mission of EA encapsulates its commitment to fostering sustainable and participatory development practices aimed at improving the livelihoods and wellbeing of communities in Tanzania. Through collaboration, empowerment, and holistic approaches, EA strives to create positive and lasting impacts that contribute to the long-term prosperity and resilience of the communities it serves.



E: CORE VALUES

The core values of Embrace Africa represent the guiding principles and ethical standards that shape the organization's culture, actions, and relationships through the following;

1. Stewardship:

- ✓ Stewardship reflects EA's commitment to responsible and accountable management of resources, whether they be financial, natural, or human. It emphasizes the importance of safeguarding these resources for the benefit of current and future generations. This value guides EA's decision-making processes to ensure transparency, efficiency, and sustainability in all endeavors.

2. Accountability:

- ✓ Accountability is integral to EA's operations, emphasizing the obligation to answer for one's actions and decisions. EA holds itself accountable to its stakeholders, including community members, donors, partners, and regulatory bodies. This value ensures that EA operates with integrity, honesty, and reliability, maintaining trust and credibility in its relationships.

3. Transparency:

- ✓ Transparency is a cornerstone of EA's approach to governance and communication. It involves open, honest, and clear disclosure of information about the organization's activities, processes, and outcomes. By fostering transparency, EA promotes trust, credibility, and effective collaboration with stakeholders. It allows for greater accountability and enables informed decision-making among all parties involved.

4. Integrity:

- ✓ Integrity is non-negotiable for EA, reflecting a commitment to ethical behavior, honesty, and moral principles. EA operates with integrity in all interactions, ensuring that its actions align with its values and mission. This value is foundational to building and maintaining trust with stakeholders, upholding ethical standards, and fostering a positive organizational culture based on mutual respect and dignity.

These core values serve as the moral compass that guides EA's actions, decisions, and relationships. They are deeply ingrained in the organization's culture and are reflected in its policies, practices, and programs. By upholding stewardship, accountability, transparency, and integrity, EA strives to create meaningful and sustainable impacts in the communities it serves, while also earning the trust and respect of its stakeholders.



F: AREA OF FOCUS

Embrace Africa has devoted to focus on the following areas:

1. Community Empowerment:

Community empowerment is a central thematic area for EA, focusing on strengthening the capacities, resources, and agency of communities to address their own needs and aspirations. This involves facilitating participatory processes that enable community members to identify their priorities, mobilize resources, and implement solutions tailored to their unique contexts. Embrace Africa may include skills training, leadership development, civic engagement, and the establishment of community-based organizations.

2. Female Genital Mutilation (FGM)

Embrace Africa has dedicated to ending Female Genital Mutilation (FGM) and other harmful traditions towards women in Tanzania. Our focus is to raise awareness among grass-roots communities, where these customs are still being practiced, through holding educational seminars, training workshops, and sensitization and awareness campaigns at various community events. Through education these communities about the serious effects of FGM, we aim to empower women and young girls to put an end to this practice.

3. Women Health

The sexual and reproductive health of women in Tanzania has significantly improved over the last 20years. Maternal mortality fell by nearly 50 per cent and the use of modern family-planning methods almost doubled between 2010 and 2023.

Nonetheless, more progress is needed to achieve equality in terms of women's sexual and reproductive rights and to safeguard their health. Births remain dangerous for mothers and babies

alike. Many young women struggle to unlock their full education and career potential due to early pregnancies.

One of the main reasons for this gender-based discrimination is the inadequate quality of reproductive health services, especially when it comes to addressing the needs of young people.

Embrace Africa, we have devoted to make sure that reproductive health services in the Tanzania are upgraded and the health of mothers and newborn babies is improved.

4. Education & Awareness Creation

Embrace Africa, we strive to meet the needs of access to education while ensuring high quality learning with a focus on reading, numeracy, and digital literacy. Needs and merit-based scholarships address education access. We accelerate learning in the classrooms through hands-on training, leveraging digital tools and localized learning resources enabling high-quality outcomes.

5. Human Rights

"Everyone has the right, individually and in association with others, to promote and to strive for the protection and realization of human rights and fundamental freedoms at the national and international levels."

In order to make sure that human rights are respected, *Embrace Africa* will be:-

- ✓ Fighting individual violations of human rights either directly or by supporting particular 'test cases' through relevant courts
- ✓ Offering direct assistance to those whose rights have been violated
- ✓ Lobbying for changes to national, regional or international law
- ✓ Helping to develop the substance of those laws
- ✓ Promoting knowledge of, and respect for, human rights among the population.



G: OUR KEY BENEFICIARIES

In order to implement our objectives efficiently we have considered the following groups as our key beneficiaries:-

- a) Women (Young Mothers, Influential Traditional Women and Adolescents girls)
- b) People living with disability
- c) Elderly and Aging people
- d) HIV & AIDS population
- e) Youths
- f) Volunteers

H: OBJECTIVES

The following are the objectives of Embrace Africa (EA):

1. Legal aid provision

- Embrace Africa, We aim to provide legal representation to *women, children, youths, disable and orphans* who demand it but cannot otherwise afford it.

2. Promoting Gender Equality:

- Embrace Africa is dedicated to promoting gender equality and empowering women and girls. This objective involves addressing gender disparities and promoting equal opportunities for all genders in access to resources, education, healthcare, and decision-making processes. EA works to challenge gender norms and stereotypes, increase women's participation in leadership roles, and support women's economic empowerment through income-generating activities and capacity-building initiatives.

3. Enhancing Collaboration and Networking with other

- Embrace Africa recognizes the importance of collaboration and networking with other stakeholders in the development sector to achieve its goals effectively. This objective involves building partnerships with government agencies, non-governmental organizations (NGOs), community-based organizations (CBOs), international organizations, donors, and other relevant stakeholders. EA seeks to leverage collective expertise, resources, and networks to maximize impact, share best practices, and foster synergies in community development efforts.

These objectives collectively guide EA's efforts towards holistic and sustainable community development, addressing interconnected social, economic, environmental, and gender-related challenges. By pursuing these objectives, EA aims to create positive and lasting impacts that contribute to the wellbeing, resilience, and prosperity of the communities it serves in Tanzania Mainland.



I: ORGANIZATIONAL CAPACITY

The following are the organizational capacity of Embrace Africa (EA):

1. Skilled Staff:

- EA boasts a team of skilled and dedicated staff members with expertise in various fields relevant to community development. These professionals bring diverse backgrounds and experiences, including project management, community engagement, environmental conservation, gender equality, and financial management. Their collective knowledge and skills enable EA to implement programs effectively and adapt to the evolving needs of the communities it serves.

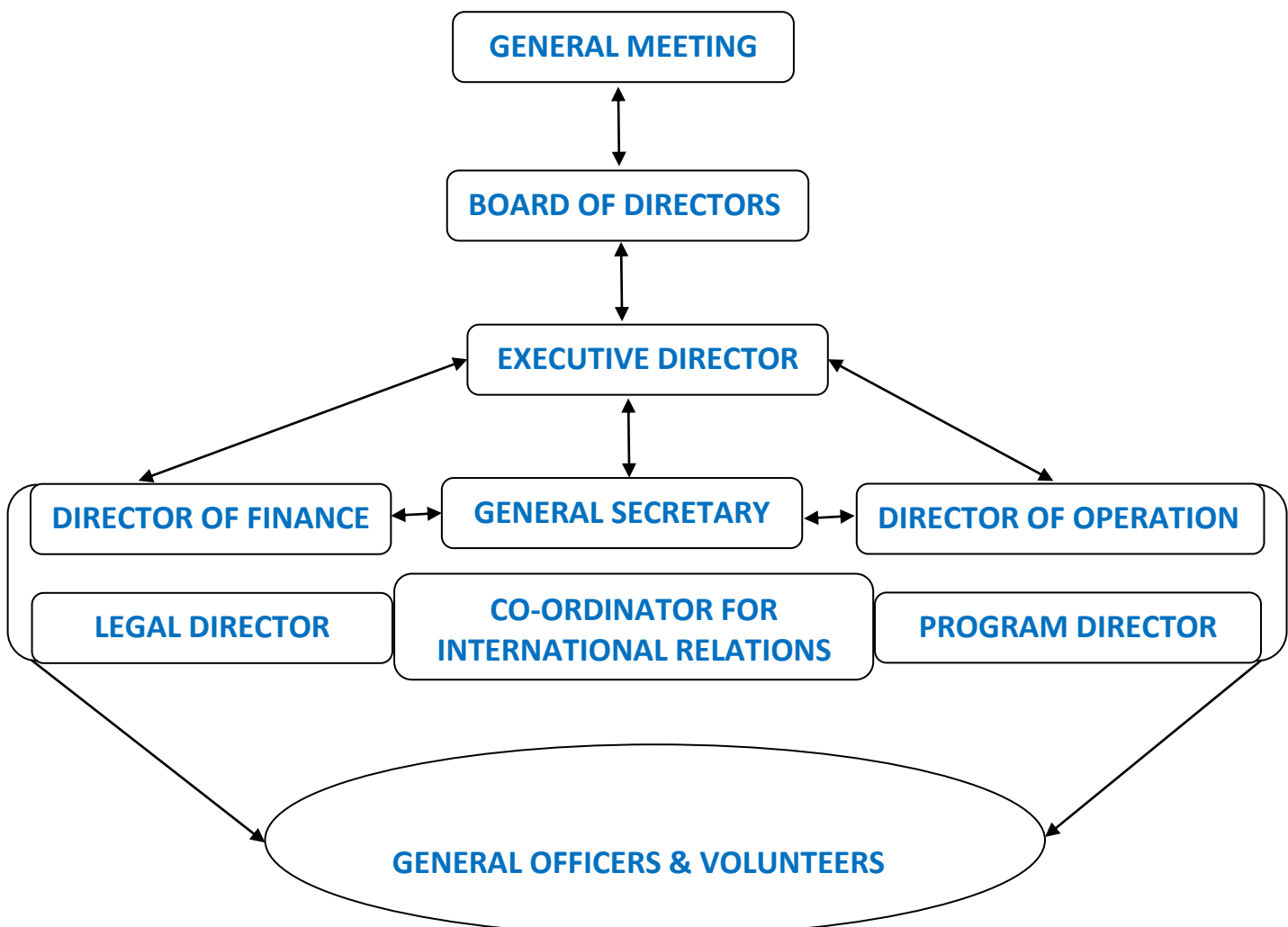
2. Past Experience:

- EA's organizational capacity is bolstered by its past experience in managing funded projects. Through previous initiatives, EA has accumulated valuable insights, lessons learned and best practices, which inform its current and future endeavors. This experience equips EA with the necessary knowledge and strategies to navigate challenges, maximize impact, and ensure the success of its programs.

3. Organizational Structure:

- Embrace Africa has a well-defined organizational structure that provides clarity of roles, responsibilities, and reporting lines. This structure facilitates efficient decision-making, communication, and coordination within the organization. It ensures that resources are allocated effectively, tasks are delegated appropriately, and objectives are pursued in a systematic manner.

THE STRUCTURE OF EMBRACE AFRICA



4. Governance Systems:

- Embrace Africa operates under robust governance systems designed to promote transparency, accountability, and ethical conduct. These systems include policies, procedures, and mechanisms for financial management, risk management, conflict resolution, and compliance with regulatory requirements. By adhering to these governance standards, Embrace Africa maintains the trust and confidence of its stakeholders and upholds its reputation as a credible and reliable organization.

5. Constitution and Policies:

- Embrace Africa has a constitution and other policies in place to guide its operations and ensure compliance with legal and regulatory frameworks. These documents outline the organization's mission, values, objectives, and procedures for decision-making, governance, and program implementation. They provide a framework for maintaining order, accountability, and integrity within the organization.

6. Capacity Building:

- Embrace Africa invests in capacity building initiatives to enhance the skills, knowledge, and capabilities of its staff and partners. These initiatives may include training workshops, mentoring programs, knowledge sharing sessions, and professional development opportunities. By investing in capacity building, EA strengthens its organizational capacity and empowers its team members to excel in their roles and responsibilities.

Overall, the organizational capacity of EA is characterized by its skilled staff, past experience, well-defined structure, robust governance systems, and commitment to continuous improvement through capacity building. These elements collectively enable EA to effectively deliver on its mission of improving the livelihoods and wellbeing of communities in Tanzania Mainland.



“We always work as a team to reach our goals”

J: FINANCIAL CAPACITY

These are the financial capacity of Embrace Africa (EA):

1. Financial Management Systems:

- ✓ Embrace Africa maintains strong financial management systems to ensure the responsible stewardship of funds. These systems encompass processes and procedures for budgeting, accounting, expenditure tracking, and financial reporting. By adhering to established financial protocols, EA maintains transparency, accountability, and accuracy in its financial operations.

2. Compliance and Regulation:

- ✓ Embrace Africa operates in accordance with relevant legal and regulatory requirements governing non-profit organizations and development initiatives. This includes compliance with tax regulations, reporting obligations, and adherence to the NGO's Act No 24 of 2012 in Tanzania. By staying compliant with regulatory frameworks, EA upholds its integrity and credibility as a trusted organization.

3. Financial Manual:

- ✓ Embrace Africa has a comprehensive Financial Manual that outlines standardized procedures and guidelines for financial transactions. This manual ensures consistency and efficiency in financial operations by providing clear instructions for budgeting, procurement, disbursement, and documentation. Adherence to the Financial Manual promotes transparency, accountability, and accuracy in financial management practices.

4. Internal and External Audits:

- ✓ Embrace Africa conducts regular internal and external audits of its financial records to ensure compliance with financial policies and regulations. Internal audits are performed by an independent internal audit team or external consultants hired by EA to review financial processes and identify areas for improvement. External audits are conducted by certified external auditors to provide an impartial assessment of EA's financial statements and compliance with accounting standards.

5. Transparency and Accountability:

- ✓ Embrace Africa prioritizes transparency and accountability in its financial practices by providing stakeholders with access to clear and accurate financial information. This includes publishing annual financial reports, budget breakdowns and expenditure summaries on its website or other accessible platforms. By maintaining transparency, EA builds trust with donors, partners, and community members and demonstrates its commitment to responsible financial management.

6. Capacity Building:

- ✓ Embrace Africa invests in capacity building initiatives to strengthen the financial management skills of its staff and partners. This may include training sessions on financial literacy, budgeting, and financial

reporting, as well as providing access to resources and tools for financial planning and analysis. By building capacity in financial management, EA enhances its ability to effectively manage funds and make informed financial decisions.

Overall, the financial capacity of EA is characterized by robust financial management systems, compliance with regulations, and adherence to financial policies, transparency, and accountability. By maintaining sound financial practices and investing in capacity building, EA ensures the efficient and responsible use of resources to support its mission of community development in Tanzania.



CONCLUSION

In conclusion, the profile of Embrace Africa (EA) provides a comprehensive overview of the organization's structure, values, objectives, and capacities.

EA is committed to enhancing the well being of communities in Tanzania through sustainable and participatory development approaches. Its vision of "Enhancing community's well being in Tanzania" underscores its aspiration to create positive and lasting impacts on the lives of community members.

Aligned with its vision, EA's mission focuses on improving community livelihoods through sustainable development practices. This mission is supported by core values of stewardship, accountability, transparency, and integrity, which guide the organization's actions and relationships.

Embrace Africa's thematic areas, including community empowerment, environmental conservation, and sustainable agriculture, reflect its holistic approach to community development. By addressing interconnected social, economic, and environmental challenges, Embrace Africa aims to foster resilient and thriving communities.

The organization's objectives, such as poverty alleviation, gender equality promotion, and collaboration with stakeholders, outline its strategic priorities for achieving its mission. These objectives are underpinned by Embrace Africa's organizational capacity, including skilled staff, past experience, robust governance systems, financial management, and commitment to capacity building.

In summary, the profile demonstrates Embrace Africa's dedication to making a meaningful difference in the lives of communities by addressing their diverse needs, promoting sustainability, and fostering inclusive development. Through its values-driven approach and strategic initiatives, EA strives to create positive and sustainable change, contributing to the wellbeing and prosperity of communities in Tanzania.



"Please support our special campaign known as "MSICHANA ASOME" a special program introduced by Embrace Africa to support and to make sure that all Tanzanian girls attain & complete their secondary schools education"

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