

# **Ace Africa** timeline



2003

Augustine Wasonga, Joanna Waddington and Anthony Okoti establish Ace Africa. A handful of staff and volunteers reach 300 people in Bungoma where 1 in 3 households are affected by HIV. Total spend £20,000



2004

Comic Relief support their first Ace Africa project

2005

Ace Africa UK registered by the Charity Commission



2015

Joe Waddington awarded an MBE by HRH The Princess Royal for her work in Kenya and Tanzania



2014

Ace Africa UK and Eton College partner on new football project.

Teacher Glen Pierce and three school leavers volunteer in Tanzania and raise £25,000 for the project (now its 8th year)

2013

Combined income passes £1,000,000

2008

Ace Africa Tanzania registered, based in Arusha

# 1,833,307



2017

Ace Africa Kenya named Best Performing Organisation of 2017 by the Egmont Trust



2019

By the end of 2019 Ace has reached **1,833,307** of the most vulnerable children and adults in rural Kenya and Tanzania



2020

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Ace Africa leads local emergency responses to COVID-19 in Kenya and Tanzania

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See back page to find out how you can help fight COVID-19 in East Africa

# A letter from the Ace Africa Country Directors



1,833,307 individuals supported by Ace



COVID-19 highlighted and reinforced deep inequalities worldwide. The poorest and most vulnerable have been hit hardest. Thanks to our supporters, Ace Africa is on the ground in Kenya and Tanzania working with those in greatest need, as it has for 17 years.

## How we responded to COVID-19

Poverty, hunger, health care, access to education and child abuse all existed before COVID-19 - but the pandemic made a bad situation worse. Up to 100 million people may be pushed into extreme poverty, left unable to meet their basic needs.

The Kenyan and Tanzanian governments have limited resources; non-profits and the business community have a key role to play. Local authorities asked Ace Africa to lead emergency COVID-19 responses in the communities where we work. Ace knew who was in greatest need and could offer practical help.

With the generous support of individuals, trusts and foundations, our responses included:

- thousands of emergency food packages for the most vulnerable - particularly People Living with HIV and AIDS for whom COVID-19 is a potential death sentence
- COVID-19 educational films, posters and training materials helping government, community leaders and volunteers spread essential public health messages
- hundreds of low-cost hand washing stations set up at government offices, health facilities and in homes of at risk families.

Go to the centre pages to see pictures of this work and scan the QR code to watch our government approved educational film on hygiene, shared across the Arusha districts and in many regions of Tanzania.

### A small charity, making a big impact

This letter is surrounded by the statistics which show what a small organisation embedded in local

communities can achieve. In the last 17 years we have changed 1,833,307 lives.

# Our long-term approach is more important than ever

With your support, Ace helps the most vulnerable families and communities to take responsibility for their lives. Our staff and volunteers are:

- helping people improve their incomes so they can feed their families
- ensuring children know their rights and how to enforce them
- developing effective public services and bringing them closer to the people (in partnership with government)
- focusing on long-term solutions that increase resilience in times of crisis

This publication tells the stories of people whose lives we have changed. We hope you will be as inspired by their incredible fortitude and determination as we are. People like Neema, a

mother who learnt the business skills she needed to provide a better future for her family. And Nganyiti, a 13 year old student who found the courage to say no to a forced marriage.

We are at a critical moment. What we do will have a lasting impact on people whose lives are being shaped by the pandemic.

Poverty, ill-health, hunger and child abuse are not new. But COVID-19 means the work we do is needed more than ever.

Our sincere thanks for your support.



Joanna Waddingtor
Country Director
Ace Africa Tanzania



Augustine Wasong Country Director Ace Africa Kenya



David Evans Country Director Ace Africa UK



17,701 volunteers trained to support their communities







# About Ace Africa

Ace Africa is an award-winning NGO that has worked in Kenya since 2003 and in Tanzania since 2008. Ace works with the community, government and local partners to improve health, education and economic development. So far Ace has reached 1,833,307 children and their families.

VISION

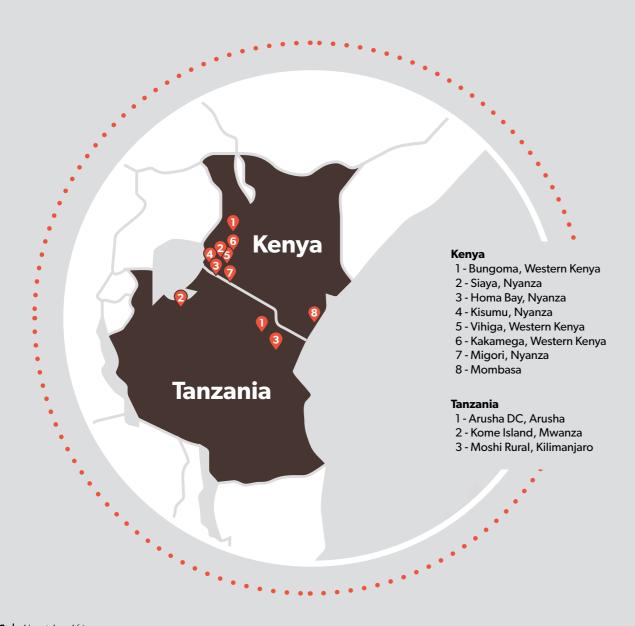
# What kind of world do we want?

Children and communities that are empowered, healthy and self-sufficient.

MISSION

# What do we want to achieve?

Enable children and their communities to participate in and take responsibility for their own health, wellbeing and development.



# What do we do?

Ace Africa works with vulnerable, marginalised people in low resource settings in Kenya and Tanzania. We build resilient, inclusive communities, helping them access high quality social services.

We improve food and economic security, health and education by developing long-term sustainable solutions in three programming areas: Child Development, Community Health & Wellbeing and Community Livelihoods (see page 8 for more information).

# Who do we help?

We help children, women, men, young people and communities where poverty, food insecurity and high rates of HIV/AIDS are part of daily life. We work where children are vulnerable and access to government services is limited or non-existent.

A lack of knowledge, power and opportunity means immediate needs and hopes for better lives cannot be met.

# How do we work?

- Ace Africa takes a long-term, sustainable approach to community development; when local people are able to take control of their future, our presence is no longer required
- We work in partnership, with communities, government, other NGOs and donors.
   Communities identify problems and priorities, based on local context and needs
- Interventions are research driven and evidence-based – monitoring and evaluation shows what is working, what we have learned and what needs to be changed
- Ace creates awareness of government services, and brings these services closer to the community by bridging gaps that often exist. We work with government to ensure their services are innovative, cost-effective, sustainable and inclusive
- Capacity building and advocacy empower communities and are at the heart of all our work

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# Our three programme areas



# **Child Development**

Improving the health and wellbeing of children, and protecting their rights.

# Community Health & Wellbeing

Improving access to quality health care services.

# **Community Livelihoods**

Improving food security and income.

- improving health, education and nutrition
- building the capacity of local communities to refer and resolve cases of abuse
- establishing Child to Child Clubs in schools
- training teachers to recognise and address issues of sexual violence and female genital mutilation
- raising awareness of how to prevent

   and treat communicable and noncommunicable diseases, such as HIV/

   AIDS, malaria and TB
- HIV testing and counselling
- strengthening government health care systems
- providing basic medication, mosquito nets and family planning
- improving agricultural techniques and the productivity of farmers and families, using environmentally friendly methods
- establishing kitchen gardens, in schools, communities and homes
- training in animal farming
- establishing new businesses; providing finance, training and equipment

# Ace and Seka create a unique drama group

Ace Africa Tanzania started working with Seka Tanzania in 2016. Together we have produced and performed four different plays to create awareness of key health and social issues. Known as the 'Ace Seka Tanzania drama group', it has changed personal behaviour and also increased the use of local vital health services.



### Invitation to a major festival

In November 2019 the Ace Seka Tanzania drama group took part in the prestigious Bagamoyo Festival of Arts and Culture. It performed with the Seka Zambia drama group. The invitation was fantastic acknowledgement of the quality of the work of the group.

The festival was a celebration of music, drama and dance by artists from all over Africa and a unique opportunity for everyone to share and learn from their experiences - and have fun!

## What the group does

The group have entertained and educated over 100,000 people through performances, during which audiences are key participants. Topics include HIV and AIDS prevention, sexual reproductive health and rights, child protection and more recently environmental issues. The group raises these culturally taboo topics (and others, eg. gender inequality, entrenched social practices such as Female Genital Mutilation and Early Marriage). Performances help reduce fear and stigma through humorous and inclusive story-telling. This in turn changes attitudes, behaviours and practices.

## **HIV and AIDS prevention**

People living with HIV and AIDS experience high levels of stigma from others in the community. Many people fear being tested and are unaware of the care and treatment services available.

Ace works to improve awareness and accessibility to

health services, and the group's performances play a key role. Ace sets up HIV testing services alongside performances. So far, over 70,000 community members in the Arusha region have attended HIV and AIDS drama sessions. This helped increase the number of people tested since 2016 by 100 per cent - over 35,000 people have now been tested.

## **Promoting drama in schools**

The group also performs in primary schools. Over 50,000 children from 100 schools have learnt about key issues through drama. In ten schools in Moshi, children were taught how to develop their own plays based on the issues affecting their lives. This led to a school drama festival, the first of its kind, involving hundreds of children.

### SEKA EDUCATIONAL THEATRE

Established in Zambia in 2001 to tackle social and environmental issues facing the communities surrounding the South Luangwa National Park, Seka uses a unique combination of action research, interactive theatre and radio to address important social and environmental issues. Seka uses local actors to perform in rural and remote communities.

Using humour, visual imagery, puppets, and local song and dance forms has earned Seka a reputation for giving voice to the community. They use participatory research to ensure the involvement of the community and the validity of results.

# How a football project stopped an early marriage

Football has the power to change children's lives in rural Tanzania. Since 2014, 2,518 underprivileged children from 83 schools have taken part in Ace Africa's Future Stars Football League. Here we share the story of one girl whose life was changed forever thanks to the game of football.

In partnership with the Tanzanian Football Association and Future Stars Academy, Ace Africa trains teachers to be football coaches. They in turn train school children. We provide essential equipment – footballs, cones, bibs and goal posts - and organise a 12 week league to bring together students from remote and rural Maasai schools. Ace arranges transport and refreshments for the players, as well as a finals day, attended by District and Regional government representatives who present trophies.

Research has shown incredible results for those who take part, including increased school attendance and improved physical and mental health.

The football league operates in schools where there are already Ace Africa Child to Child Clubs. These clubs have counsellors and teachers who educate children about their rights, how to protect themselves and where to seek support. Girls playing in the football league gain the confidence that allows them to access the rights protection services they have learnt about. This is what happened to Nganyiti.



## A child who learnt her rights

Nganyiti is a 13-year-old student at Lengijave Primary School. She lives with her mum and seven siblings in a small house. After her father died, helping her mother at home meant missing school; her academic performance got much worse. At home she was under pressure to marry a 45 year old man in exchange for a few cows.

Her school joined the football progamme and the coaches quickly saw she was a gifted player. Nganyiti became captain of the team. Playing other schools, she made new friends and heard about the problems they were facing. Nganyiti had learned about her rights and life skills as a member of her school's Child to Child Club: she understood that an early marriage would mean an end to her education and the football which she loved. Knowing there were people and community systems to support her, and with new confidence from the football league, she found the courage to tell her mother and relatives she was not willing to be forced into marriage. The family were referred to a local committee who resolved the issue with Nganyiti's family and the man she was supposed to marry.

Last year Nganyiti led her team to the finals of the competition; and although they lost, she won a medal as the best girl player of the tournament. Her class teacher summed up the impact of the project: "The football league gives children confidence - particularly girls, who for the first time are playing in a team for their school. It encourages them to attend school and work hard. Through the clubs, they learn life skills and can find the courage to say no to being forced into early marriage. Nganyiti is proof."

# Empowering Neema to provide for her family

Food to feed your family, money to meet their basic needs - these are the daily challenges addressed by our community livelihoods programmes (one of our three core areas of work).

An extremely generous trust supported a five-year programme with Ace Africa Tanzania to help 10 community groups in the Arusha region improve their food and economic security. The project pushed them out of poverty thanks to training in new skills and learning how to set up and develop new businesses. Here is the story of one mother who took part.

Thirty eight year old Neema Clemance is from Olevolos village in a rural and remote part of Arusha District.

Married with three children, before the project she had no job or a source of income. Her husband farmed their 0.25 acre plot, growing a small number of vegetables which was not enough to provide for the family.

Identified as a family in real need, Neema was invited to join one of the community women's groups that would benefit from the project. This meant her family's life was changed forever (including moving from their mud hut into a permanent new home).

# Different kinds of help provided

- training in agriculture skills and the nutritional value of different crops
- a start-up supply of seeds and tools
- poultry rearing training
- membership of a village community banking and lending group (VICOBA)



### **Incredible results**

- Neema set up a kitchen garden, growing many crops, which she could sell, earning on average Ths. 470,000 (£165) a month
- she started a small poultry business with the profits
- the same crops also supported orphans and vulnerable people in the village
- the VICOBA loaned her Tsh 850,000 (£300) allowing her to rent more land, purchase one cow, three goats and buy more chicks
- a business generating 120 eggs a month, 6 Itrs of cow's milk, 1.5 Itrs of goat milk a day and average profit of Tsh 780,000 (£275) per month
- her family is now food secure, with regular nutritious food, improved diet and health

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# The power of partnership

In 2017 Ace Africa and The Haller Foundation began a three year partnership to reduce poverty and malnutrition in vulnerable communities from Western and Southern Kenya. Funded by the innocent foundation, it showed how sharing expertise and skills brings huge benefits.



# Ace school clubs pilot fruit tree project

In Kenya there are up to 14.5 million people without access to regular and reliable nutrition. Children are particularly vulnerable to malnutrition, which can cause stunted growth and impacts their ability to learn at school. Improving nutrition is an essential part of our child development work.



# **Expertise shared**

Ace Africa helped The Haller Foundation improve monitoring and evaluation of their farming projects on the Kenyan coast. We conducted a comprehensive baseline study in Kisauni, Mombasa in 2017. This report and its methods helped The Haller Foundation to address the most urgent needs for children, families and communities.

For their part, Haller shared knowledge gained over 50 years on how to develop sustainable, integrated farming and business methods that harness the power of nature.

Using Haller's techniques we taught 280 people from 14 community groups in Bungoma and Siaya counties how to build and manage profitable community fishponds and vegetable gardens. With new skills and knowledge, these groups overcame the challenges of fish farming, competing in a tough market and creating successful teams.

### The benefits

The Got Regea Development Group, had extraordinary results; having identified potential customers for their Tilapia fish their total income increased from £38 in 2016 to £1,188 in 2019. An increase of over 3,000 per cent.

This partnership improved income and nutrition for 1,440 family members. It also supported vulnerable members of their community; surplus income, fish and nutritious vegetables helped 248 orphans and children in need, and 104 people living with HIV. Although the project ended last December, the groups continue to grow their businesses. Many are now passing knowledge to other groups and schools.

This would not have been possible without our partners The Haller Foundation and the support of innocent foundation whose funding helps the poorest families to feed themselves.

We have established 500 Ace Africa Child to Child Clubs in Kenya, where children learn about health, nutrition, their rights and life skills.

Facilitated by trained teachers, they discuss the day to day challenges they face, and where they can go for help. They also learn the importance of sanitation and hygiene and how to make hand washing stations ('leaky tins').

With the support of two funders, these same clubs were the perfect vehicle to pilot a new fruit tree project. Thirty primary schools in Siaya County were selected in areas where 20 per cent of the population are food insecure and often do not have access to three healthy meals a day.

Each school was provided with seeds, tools and water saving equipment. Many had already set up kitchen gardens which grow nutritious food to eat at school and take home, the perfect places to grow fruit trees to provide new sources of nutrition. The children planted and cared for mango, papaya and avocado trees. More than 2,000 fruit trees have now been planted and 3,389 children have learnt new skills.

In the long-term, schools will sell any surplus to generate income.

Because a single club member passes on their knowledge to up 5 family members, the ideas and practical skills they have learnt from this project also benefit brothers, sisters, fathers and mothers. This means the new project is improving nutrition in schools and families.

Thank you to the Scott Bader Commonwealth Charity and The Peter Stebbings Memorial Charity for making this work possible.

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# Fighting the maternal health care crisis in rural Kenya

In 2013, the Government of Kenya introduced free maternal health care. But improvements in services were mostly in urban areas. Rural areas have been left behind. Often lacking clean water and trained health workers, traditional birth attendants and home birth are commonplace leading to high levels of maternal and child mortality.

By training local community volunteers, Ace has helped expectant and new mothers to take better care of themselves and their children.

In partnership with government health workers Ace trained over 300 Community Health Volunteers to provide information on delivery, ante-natal and post-natal care and early child development. Similar volunteers work across Kenya and are the backbone of its rural health system.

The Ace trained volunteers have now set up and supported 125 Mother-to-Mother meetings over three years. In Siaya Country, Mother-to-Mother groups enable women, mostly young mothers, to share experiences and discuss the huge challenges of pregnancy and motherhood.

The project has supported 8,654 women to meet and discuss topics like family planning, nutrition, immunisation and where to go in emergencies.

The groups have helped teenage mothers who struggle to balance the demands of motherhood with schooling and other commitments; the peer support of existing mothers increases their own confidence as mothers.

These groups are part of a bigger project to improve maternal health services across 23 rural health facilities, using a community approach to bring large scale change to the quality and uptake of local maternal health services. In Rarieda Sub-County in Siaya for example, since 2017, 43,347 women have benefited from maternal services and given birth safely at their local health centre.

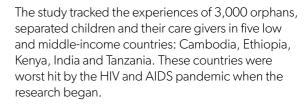
This project was delivered with generous funding from Jochnick Foundation, and the support of Ace's partner PATH in Kenya.

# Delivering high quality international research

Ace Africa is at the forefront of robust research in rural East Africa and has developed links with leading global academic institutions.

One international collaboration focused on research to help orphans and vulnerable children in Kenya.

Ace Africa Kenya was asked to work on a longitudinal, multi-country study commissioned by Duke University (Positive Outcomes for Orphans, or POFO) focused on improved quality care and support for orphans and vulnerable children.



The initial study (POFO I, 2005 – 2010) focused on 500 community-based orphans and their carers assessing changes in health, physical, psychological and nutritional status. The results were compared with findings for children in institutions. The output was shared with local communities, policymakers and funding agencies to develop better care options.

In 2012, a second Duke led research project (POFO II) continued work with these children as they transitioned from adolescence into early adulthood. It examined behavioural and emotional adjustment to life events, learning and development and health outcomes. Findings showed that lower-cost, scalable mental health solutions are possible for a part of the world where mental health resources are scarce.

In 2018, Duke started POFO III, a five year project continuing to focus on the same young adults to confirm if they are more susceptible to HIV and AIDS infection because of their history (orphaned or separated from their parents due to HIV). The study will develop locally acceptable and targeted HIV prevention programmes.

This long-term research partnership benefits the communities where we work and strengthens our own reporting, monitoring, and evaluation systems.

As a result of the success of the project, Ace Africa Tanzania has been invited to be the POFO partner in Tanzania in 2020.







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# The devastating impact of the pandemic

The number of deaths in Africa from COVID-19 has been low, but its consequences have been devastating. Lockdowns and school closures increased gender based and sexual violence in the home. Child labour and teenage pregnancies sky rocketed. The World Bank¹ estimates 100 million people could be pushed into extreme poverty worldwide and Oxfam² fears 12,000 may die daily from this 'hunger virus' due to declining aid, mass unemployment and disruption to food production and supplies. It is still possible that Africa could become an epicentre of the disease, overwhelming fragile health systems.

## **Kenya and Tanzania respond**

In March both countries implemented travel restrictions and school closures. In Kenya schools will not reopen until January 2021. In Tanzania, schools opened in June and the President announced that

the country was 'COVID free'. No data on infections has been published since April. COVID-19 still poses a high risk to the most vulnerable and marginalised (such as people living with HIV/AIDS). These are the people we work with in both countries.

### **Practical support**

In Tanzania the government asked Ace to lead a 'rapid response' to COVID-19 in the Arusha Region, focused on the Maasai population due to high risk factors, eg. transient lifestyles, cultural habits, lack of water and health information. In Kenya we used mobile phones to provide remote support to community volunteers and farmers. Projects were adapted - small business start-ups made soap and face masks

We received generous funding from ALMT, Amcromri Foundation, Oak Foundation, and many individuals. Thanks to them - and Ace staff on the ground- we offered immediate, practical help.

### **Public health information**

- 16,177 adolescent girls and young women in Kenya learnt about COVID-19 prevention
- 4,197 posters, leaflets and booklets distributed in Arusha District reaching 30,870
- 6 films on handwashing and hygiene in two local languages shared reaching over a million people

# Low cost handwashing facilities (leaky tins)

- 769 leaky tins installed in homes, government offices and health facilities across 12 wards in Tanzania; young people have been trained in soap making
- 233 women and girls in Kisumu, Migori, Siaya and Homa Bay, Kenya, helped to make leaky tins, and 850 women trained to make and sell masks and soap

# Emergency food packages to keep the poorest and most vulnerable healthy

- worked with the Siaya County Commissioner's Office in Kenya to distribute face masks and sanitiser to 430 households, and 520 with food packages
- emergency support packages containing food and essential items (soap and cooking oil) and counselling support to 786 households in Arusha

# How Ace helped Veronica and her family

Veronica Joseph is a 33-year-old widow and mother of 7, living with HIV/AIDS in Ngorbob village. She is vulnerable to infection, and has a lower chance of survival due to compromised immunity. Ace provided an emergency household food package so that she did not need to travel to the market and could avoid crowded spaces – and it meant she can take her antiretroviral therapy (ART) drugs safely and feed her family. Ace also delivered her ART drugs, provided counselling about COVID-19, sanitiser and masks for the family, and installed a handwashing station.

<sup>1</sup> https://www.weforum.org/agenda/2020/06/world-bank-coronavirus-covid19-extreme-poverty/

<sup>2</sup> https://news.sky.com/story/coronavirus-pandemic-could-kill-more-through-hunger-than-the-disease-itself-warns-oxfam-12024300

# **Amcomri Foundation takes** a long-term perspective

The Amcomri Foundation was established by businessman Paul McGowan to help people in East Africa run successful businesses and earn money to enable their families to thrive. In 2019 it started support of a three year project in Tanzania, providing life changing business and skills training for disadvantaged young people in the Arusha region.

# Field visit to meet the people they will help

Paul visited Ace Africa Tanzania in October 2019 with representatives of the Foundation and his family. They saw the tremendous challenges people face when lacking food or income security - these same people will benefit from the Foundation's long-term commitment. They spent time with families, schools, income generation projects, savings and loans groups and visiting health facilities.

In March, COVID-19 changed everything. Activities originally agreed had to be put on hold. The Foundation agreed to adapt the project in response to the pandemic. Groups learned new business skills and started to make soap and face masks.

## **Responding to emergency needs**

Hearing about the massive impact of the virus in East Africa the Foundation donated a further £50,000 so that Ace Africa and the local government could implement a rapid and coordinated response. These funds helped to produce public health information, establish hand washing stations and distribute food packages to the most vulnerable.

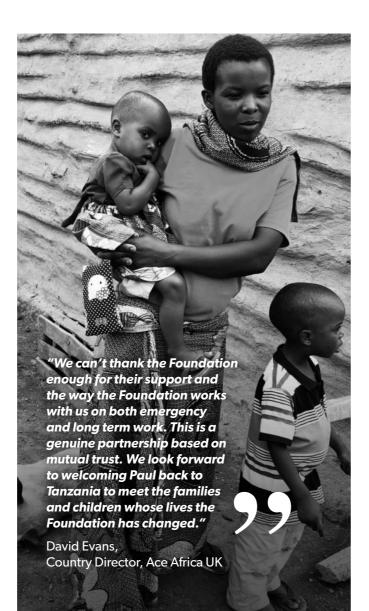
Joanna Waddington, Country Director of Ace Africa Tanzania, explained the donation's incredible impact: "We were asked by local government to help lead an emergency response to COVID-19. This donation meant we could act immediately. The funds helped remote, poor, rural communities contain the

virus, and ensure families at greatest risk could stay

# **Working with Ace for the long-term**

"The Amcomri Foundation were delighted to support Ace Africa's COVID-19 response" explained Elaine Meyerratken on behalf of the Foundation. "We work very closely with Ace Africa and know the difference their passion and dedication will make. Our plan is to focus on long-term, sustainable projects, but in these unprecedented times we also wanted to fund an immediate, emergency response."

For more information about the work of the Amcomri Foundation please contact Elaine Meyerratken, elaine.meyerratken@amcomri.com.



# **Chris and Laura Bradshaw's** personal visit

Paul Bradshaw passed away in 2017. A memorial fund in his name helped Ace Africa Kenya to install solar lighting in 15 schools in rural areas. His widow Sheila planned to see the work, but sadly passed on herself before she could travel.

In October 2019 their children. Chris and Laura. visited the work their father's friends had so generously supported. They have now decided to make an annual gift to Ace of their own. Below Chris and Laura Bradshaw explain what they saw, and what it meant to them.

"Dad's memorial fund provided access to electricity in 15 schools. It was amazing to be able to see the impact the solar panels are having in person.

The school we visited included many children whose parents have died from HIV/AIDS. They have to help with household chores and going to school is a real challenge. But they are determined to make the best of their lives. Thanks to the solar panels, they can come in early to study before school and stay later in the evening. Results have really improved.

And because mains electricity is so erratic the solar panels are providing consistent and reliable power for the computer tablets that are a key part of the government's new digital education initiative.

We saw three other Ace projects during our visit, including a girl friendly toilet at another school. This provides the privacy and facilities that means menstruating girls are able to go to school historically, many girls don't attend during their periods, missing invaluable education.

We also visited a 'safe space', part of a project which provides support, advice and mentoring for girls aged 14-24 at risk of HIV from sexual abuse and exploitation. We spoke to four girls who benefited from the project; each told us extremely harrowing life histories. One started a successful business. All

are benefiting from the safety and support provided by the project.

Finally, we visited a solar irrigation project which allows farmers to diversify their crops and removed the need for diesel pumps, allowing costs to go down and income to go up. And because the solar pump is only needed for part of the day, the farmers use it to provide water for fish farming, improving their household income.

We saw first-hand how effective Ace's approach is. Both Laura and I left touched and inspired by what we had seen. Mum and Dad would have felt the same. We are proud to be following in their footsteps by supporting the work of Ace Africa, just as they did."





COVID-19 amplified the problems of hunger, poverty and health in East Africa. At the same time, in the UK fundraising events had to be cancelled, including a major biennial Ace Africa event we rely on for essential income.

In response we have launched the Ace Africa 2020 Fund to raise at least £100,000 by the end of the year.

This money will fund the crucial work you have read about here. It will empower many more vulnerable children and communities in Kenya and Tanzania to live healthy and self-sufficient lives.

We are inviting donors to come on a journey with us - one that will change the lives of the most vulnerable and at risk children and families in Fast Africa.

On the page opposite Glen Pierce, one of our four Ace Africa 2020 Fund ambassadors, explains how working with Ace also changes the lives of our donors.

# What do you want to achieve with your philanthropy?

Get the conversation started and contact the Ace Africa UK Country Director, david.evans@ace-africa.org

# Why partner with Ace Africa?

- 1. Ace Africa has 17 year track record of success in long-term, research based, international development. You will be supporting a trusted, award winning NGO funded by world leading donors like Comic Relief
- 2. Fund the work you are most passionate **about** (child rights, education, economic empowerment, HIV/AIDS, food security,
- 3. Our staff, volunteers and partners are African, based in Africa. Kenyans and Tanzanians are best qualified to transform their
- 4. Ace provides detailed reports on what you **have achieved**. Our small UK charity provides detailed and rigorous accountability based on
- 5. Working with Ace is personal and rewarding; you are at the centre of our work, and we can arrange for you and your family to travel to East Africa to see the impact of your

# **Ace Africa 2020 Fund ambassadors**



I've been involved with Ace Africa for many years and hope to be for many more. Ace is a gem of an organisation which achieves exactly what it sets out to do - delivering holistic programmes to carefully identified communities in East Africa. It is perhaps only through working so closely with Ace that I have

really come to understand its greatest strengths - of which there are many. But it is ultimately all to do with a hard working, loyal and committed team of fantastic people all working in parallel for the common cause.

Ace's programmes are effective. They bring about long lasting and sustainable change. Seventeen years down the line there are statistics to demonstrate this - and awards to acknowledge the success story originally envisaged by its founders. But it is rebuilt communities, smiles on faces and restored dignity to those who have suffered that says it all.... year in, year out. There is no wasted time, no wasted money - just teams doing their work in the field and teams raising money here. And long may that last.

Phil Howard, Ace Africa Patron



After 33 years teaching at Eton, in 2014 I took sabbatical to support the work of my old school friend loe. Over five weeks in Northern Tanzania (with 3 of my recently graduated students) we established a new football project. We raised funds to supply kit and equipment, constructed

pitches, coached the schoolchildren, helped teachers and developed an inter-school league

A key aim was to reduce truancy. It's easy for children to miss school (helping with crops, livestock or child care). But to

participate in the football, they had to attend school. The project is now in its 7th year; read about its huge impact on

For me, who has led a life of privilege, this was a life changing experience. I want to continue to try to make as much of a difference as I can. When I think back to my time in Tanzania, tears well up in my eyes. The people are amazing, the children so happy and joyous despite having next to nothing. I loved every second of my time there. A donor can achieve incredible things through Ace Africa.

Glen Pierce, Eton College teacher



My Kenyan roots and a desire to contribute to the development of Africa motivated me to become a Trustee for Ace Africa. What attracted me was its long-standing success of developing communities, to make them independent and self-sufficient.

This ties with my belief that communities are the bedrock of social and economic development. Born and raised in Kenya, I travel there regularly to visit friends and family. Today I run my own corporate finance and investment consultancy firm from London.

Nishit Ruparelia, Ace Africa Trustee



Almost seventeen years ago, Ace Africa set about providing vulnerable communities with the skills and capacity to transform their own lives. Today, I am not only proud of Ace Africa's achievements and growth over the years, but most importantly of the hundreds of thousands

of vulnerable people who have regained their self-respect and independence. Today they can sustain the lives of their families and actively support others in their community.

What Ace Africa does works. Ace Africa remains focused on delivering relevant and needed projects in often hard to reach, remote and rural areas of Kenya and Tanzania. Working with the support of the government and partners, Ace Africa's daily presence at the grassroots is cost effective and results in long lasting community change.

As we adjust to the long term impacts of COVID-19 we need your support more than ever, so we can continue to change the lives of vulnerable children and their families.

Joanna Waddington MBE – Founder and Director Ace Africa Tanzania



# Fran Howard, an appreciation

It is with enormous gratitude and sadness that we announce Fran Howard's retirement from the Board of Ace Africa UK. Ace has been fortunate to benefit from his energy, drive and support from the very beginning of our journey, and he will be greatly missed.

Previously Chairman of Amref UK, and having lived and worked in Africa for many years, Fran brought invaluable experience and perspective. His support has been and continues to be driven by his heartfelt belief in Ace Africa's approach - recognising the essential role of local government, partners and volunteers in delivering community development programmes.

Visiting our projects many times he witnessed first-hand the impact of our work on individuals, families and entire communities.

Fran has been a huge advocate for raising essential unrestricted funds to meet core programme costs including staff, transport and equipment without which Ace Africa would simply not exist.

His support for Ace Africa has spanned 15 years in a variety of roles, not least establishing Ace Africa UK as a registered UK charity in 2005, and working as Chairman and Trustee. Fran articulated and promoted our long term, sustainable approach and drove the UK's fundraising.

As a regular visitor to the projects in Kenya and Tanzania, he saw the needs of both the community and Ace. He established and drove a 'bursary scheme' enabling hundreds of vulnerable children to gain a

secondary school education. His 'alumni' programme kick-started university for many, funding laptops, food and accommodation. He initiated a 'truck fund', raising funds to purchase two 10 passenger vans and two trucks to overcome the challenging terrain of rural areas.

With his wife Lynne, Fran also set up our 'emergency fund' with the aim to support children and families who need immediate, practical support from Ace. This has included mending a family's roof, providing mattresses and taking children to hospital for life-saving treatment.

Their ingenious fundraising included exhibitions to sell Fran's wonderful artwork and the sale of Lynne's famous salad dressing, marmalades and elderflower cordial to her committed tennis group. Their monthly 'Friends of Ace' donations, and other donations, all added to an incredible total over many years.

Fran's commitment to the sustainability of Ace Africa and our projects has been second to none. There are many staff, past and present, in the UK, Kenya and Tanzania who will remember him fondly as a passionate advocate of our work. His departure leaves a void - but his family will still be well represented, thanks to the wonderful support of his son, Phil, one of our fantastic Patrons.

A heartfelt thank you Fran for all that you have done, on behalf of everyone at Ace Africa and the communities we serve.

Joanna, Augustine and Anthony







# Our fantastic fundraisers

Every year countless individuals help fund our work in East Africa, including the Friends of Ace, members of a monthly giving scheme which provides invaluable regular income.

Our thanks to each and everyone of our fantastic supporters! If you would like to help us, turn to the back page to see how. Below are two of many fundraising highlights from 2019.

# **Inaugural football** tournament hosted by Eton College

On December 1st 2019 Eton College welcomed Caldicott, Cothill, Lambrook and Westminster Cathedral Choir School to the first ever Ace Africa U13's inter-prep schools football tournament.

The organisers of the event were three Eton alumni -Tom Pearson, Ali Lyon and Nicholas Zafiriou. In 2014 they visited Tanzania as part of their gap year, with their teacher (and friend of Joe Waddington) Glen Pierce. They set up the Ace Africa football league to improve school performance, physical and mental

Our thanks to all the teachers, students and parents who helped to raise over £8,000 for this project to support the most vulnerable children in Tanzania through the power of football. And congratulations to Cothill who were crowned winners on a very cold

Tom, Ali, Nicholas and Glen are now looking for more schools to take part in 2021. Please do get in touch with olivia.jarman@ace-africa.org if you would like to be involved.



# **Quiz Night**

Ace Africa's 2019 guiz took place in the beautiful surroundings of St Katherine Docks. Seventy three guests came together to support Ace and helped raise £8,189 for our programmes. The brilliantly were our comperes on the night. A huge thank you to everyone who took part, and the incredibly generous auction lot donors.



# RenaissanceRe climb Kilimanjaro to improve child rights in Tanzania

In November 2019, 21 enthusiastic team members from the London office of RenaissanceRe climbed Kilimanjaro in support of Ace Africa. Battling mist and snow the team all made it to base camp. Eight reached the summit of the highest mountain in Africa at 19,341 feet. The team raised an incredible £24,000 for child health and rights projects in Tanzania.

We were introduced to the climbers by The Angus Lawson Memorial Trust (ALMT), magnificent partners since 2013 supporting our Child Development programmes.

Working closely with ALMT the RenaissanceRe team fundraised over a 6 month period for Ace Africa and other good causes - including bake sales, a pub guiz and even a sponsored stair climb in their office. The funds will improve the health and wellbeing of 5,000 children in remote and vulnerable communities in Arusha.

After descending the summit they visited Ace Africa's projects in Moshi and saw Ace's life-changing projects first-hand. At Katanini Primary School, they joined a lesson on early marriage at an Ace Africa Child to Child Club, where children were learning about their rights and the risks and dangers of early marriage.

In Tanzania, girls often drop-out of school due to poverty and custom and marry before the age of 18. Learning about their rights and how to enforce them gives vulnerable children a chance to reach their full potential and provides them with essential skills for their future.

Our warmest thanks to all the team at RenaissanceRe and to ALMT, for their very generous support of this vital work.

# Back row (L-R): Callum Vipond, Frazer Higgins, Eric Knopp, Victoria Horncastle, Zoe Edgerton, Sud Modhvadia | Middle row (L-R): Michelle Li, Nat Chaves, Vince Chaves, Sean Jelley, Hazel Scanlon, Claire Eldridge, Elizabeth Pepler, Lucy Donelan, Dominic Hamnett, Natalie McGurk, Stephen Thompson | Front row (L - R): Nina Maru, Divyesh Upadhyaya

# **Our Patrons**

Our three incredible Patrons support us in unique and invaluable ways. Our thanks and gratitude for all they do.



# Liz Earle MBE

Liz Earle MBE is one of the best-known names in the world of beauty and wellbeing. A bestselling author of over 30 books, TV presenter and brand founder of Liz Earle Wellbeing, amongst others. A committed advocate for social justice and sustainable change, Liz is one of Ace Africa's longest serving supporters – and a proud Patron.

6 On my visits to Ace Africa I have seen tangible change that transforms communities. Their technical support and expertise brings real benefits to very many lives, in a sustainable way that works in the long-term.



# **Phil Howard**

Not only an acclaimed Chef, but an accomplished runner who has taken part in many marathons to raise funds for Ace. He creates outstanding pro-bono catering at our fundraising dinners.

▲ A charity which, as I have seen in Kenya, does exactly what it claims on the packet – the promotion of sustainable development to help alleviate poverty in African communities.



# **André Villas-Boas**

André Villas-Boas started supporting Ace Africa in 2013. In lanuary 2018 AVB realised a long standing dream of participating in the Dakar Rally. He chose Ace as one of three charities to be promoted by his Toyota Overdrive Race For Good Team generating fantastic worldwide press coverage and awareness of our work.

66 Ace Africa stands-out because it has a long-term approach capable of leaving behind self-sufficient communities. They don't rush their programmes and are very methodical in their approach.

# **Donors & supporters**

2015 - 2019

Our supporters change the lives of hundreds of thousands of children and their families in Kenya and Tanzania. Without them, none of the work you have read about would be possible. Thank you for each and every donation.

### **Institutional & Government Donors**

AHADI, Anglian Diocese of Maseno West Siaya, Aphia Plus, Catholic Relief Services, Centre for Reproductive Health and Rights, Comic Relief, Duke University Centre for Health Inequality, Duke University USA, FHI 360, GIZ/ GOPA, Guernsev Overseas Aid Commission, HOMF, Kenya AIDS NGOs Consortium, PATH, TechnoServe India, UK AID, UNICEF Kenya, University of Washington, US African Development Fund, USAID, Glasgow University, University of Arusha

### **Trusts & Foundations**

Addax & Oryx Foundation, Albert Van den Bergh Charitable Trust, Alex and William de Winton Trust, Allan and Nesta Ferguson Charitable Trust, Amcomri Foundation, Angus Lawson Memorial Trust, Arisaig Partners Foundation, Charles Hayward Foundation, Clara E Burgess Foundation, Colourful Life Foundation, Dulverton Trust, Egmont Trust, Eleanor Rathbone Charitable Trust, Elton John AIDS Foundation, Esmee Fairbairn Foundation, Evan Cornish Foundation, Fondation Mérieux, Genesis Charitable Trust, Gerald Palmer Eling Trust, Gwyneth Forrester Trust, Hasluck Charitable Trust, Iane Bubear Sports Foundation, Japan Water Fund, Jochnick Foundation, Kathryn McQuade Foundation, Lancashire Foundation, Lord Deedes of Aldington Charitable Trust. MacBevan Fund, Mangiblai Haridas Khira Charitable Trust, Mercury Phoenix Trust, Oak Foundation, Paget Trust, Pat Newman Memorial Trust, Paul Bradshaw Memorial fund,

Peter Cundill Foundation, Peter Stebbings Memorial Charity, Peter Storrs Trust, Pilanesburg Foundation, Rosie Dwyer Trust, Sol Foundation, Souter Charitable Trust, St James's Place Charitable Trust, Stars Foundation, Waterloo Foundation, Millenium Development Fund, Trust in Indigenous Culture and Health

### Corporates

APA Insurance Co., Colgate Palmolive Co., FitBit, Fleishman Hillard, Gems TV, Hodder & Stoughton, innocent foundation, Isabel Mayfair, Kenya Coach Industries, Khetia Group of Companies, Liz Earle Beauty Company, Lockton Companies, Longhorn Publishing, Marcie Green, Perivoli Philanthropy, Primal Living, RenaissanceRE, Royal St Georges, Scott Bader Commonwealth Charity, Sky News, The Economist, Vitol Foundation, Waitrose Foundation, Ziggy Green

## **Major Individual Donors**

Alex and William de Winton Trust, David Barnes, Dr Ionathan and Dr Gillian Knowles, Rob and Louise Unsworth, Sophie Challen, The Lyon Family Charitable Trust

## **Schools and Universities**

All Hallows, Bradfield College, Caldicott Prepatory School, Cothill House, Dragon School, Ealing Oldfield Primary School, Eton College, Lancing College, Marlborough College, Notting Hill Prep School, Westminster Cathedral Choir School, Winchester College, Worcester College

AAIDRO, African Initiatives, AGHA-KHAN, Amani Child Development Centre, Anglican Development Services, Aphia Plus Western Bridge Aid, Arusha DC, AWLAURIO, Braeburn, Bungoma Home Based Care Program, CASEC. Caucus for Children's Rights, CDWC, Centre for Disease Control, CHAC, CHASE Africa, Child to Child Trust, Childline Kenva, Christian Association, Community Aid and Small Enterprises Consultancy, Community Research

in Development Initiatives, Compassion International, Convoy of Hope, DACC, Dandelion Africa, DCDO, Deaf and Community Progress Organisation, DMO, Dorcas AID, DSW, East African Association, ECHO, ECOLI, EGPAF, ELCT KIZAZI KIPYA, ENGENDER HEALTH, Faraja center, Faula Kenya, Friends of Dagoretti, Future Stars, Girl Child Network, Got Matar Community Development Group, HABARI MAALUM, Haller Foundation, Health NGOs Network, HIMMS, Honey Guide, IMARA FOUNDATION, JHPIEGO, Joshua Foundation, Kanduyi Children's Home, Kasole Secrets, Kenya Agricultural and Livestock Research Organisation, Kenya Medical Research Institution, Kenya Plant Health Inspectorate Service, Kenya Poverty Elimination Network, Kenya Seed Company, Kizazi Kipya, KONGA, LHRC, Mango Tree, Marie Stopes, Maternity Africa, Millenium Villages Project, National Commission for Science, Technology and Innovation, Natron Health Project, Plaster House, PWC, Red Cross Kenya, Root and Shoot, S.O.S, Seka Educational Theatre, Siaya Peasant Company Outreach Project, SIDO, Siritanyi Children's Home, SOBER HOUSE, SOS, Southend Academy, T.F.F, Tanzania Engineering & Manuafacturing Design Org, Tanzania Food & Drugs Authority, Tanzania Pastoralist Hunters and Gatherers Org, TAWLA, TAWREF, Teach a Man to Fish, Trias, Urio Poultry Farm, VETA Arusha, Watershed Ecosystem Conservation, WEI, Wessex Ventures, Western Education Advocacy and Empowerment Programme, WLAC, World Vision

### **Special Thanks**

Alastair Lyon, André and Joana Villas-Boas, Christopher Hurren, Glen Pierce, Jane French, John Bennett, Liz Earle MBE, Nicholas Pierce, Nicholas Zafiriou, Ollie Waddington, Patrick Drummond, Raff Burrowes, Sarah Byatt, Seb Waddington, Steve Bennett, The Howard Family, The Montgomery Family, Thomas Ward, Tom

# Three of our incredible partners. Thank you!

# The Angus Lawson **Memorial Trust**

suffering of vulnerable children. Ace has received generous funding from the Trust over many years, towards our projects promoting child health, rights and education. Through the RenaissanceRe, in 2019 Ace benefited from two wonderful grants in Arusha, rights clubs in schools and improve

# **Arisaig Foundation**

with Ace Africa for over 10 years to wellbeing of vulnerable children in Bungoma through their support for Arisaia have supported the school to quality and to develop small farming ventures on site to provide a source of nutrition and income for the school. with Arisaig in the past three years to

# innocent foundation

Our warmest thanks to the innocent and the staff at innocent drinks, who have supported Ace Africa since 2014 and most recently funded a three-year project in partnership with The Haller Foundation in Western and Southern fourteen community groups to set-up fish ponds and integrated vegetable plots, helping the poorest families to

# **Top Funders**

































# **Financial Performance**

For every £1 spent on programmes in Kenya & Tanzania 8p was spent on fundraising & governance (excluding gifts in-kind in the UK)



# The Ace Africa family

Ace Africa UK was established in 2005 to raise funds for Ace Kenya (founded in 2003) and Ace Africa Tanzania (founded in 2008). All three are independent organisations, registered in their respective countries and sharing a common vision.

Ace Africa UK approaches trusts, foundations, companies and government funding agencies. Donors choose to make grants directly to Ace Kenya and Ace Tanzania, or ask Ace Africa UK to receive and manage the grant on their behalf and provide relevant accountability. Ace Africa UK also holds fundraising events and activities; funds are forwarded as grants to Ace Kenya and Ace Tanzania, and managed under signed partnership agreements.

# Income

In 2019, Ace Africa UK, Kenya and Tanzania had a combined income of £1,693,805 (excluding gifts in-kind). Kenyan income from institutional donors represents a significant part of this total. Income at this level is an extraordinary achievement, and is also extremely challenging. It requires applications, reports and close working relations with a large number of diverse donors. Ace applies for funds in an extremely competitive market, with minimal fundraising capacity.

Ace Africa UK raised £726,425 (excluding gifts in-kind). Trusts and Foundations remain the major source of income. We signed a substantial new three year agreement with the Amcomri Foundation to fund work in Tanzania. Event income fell significantly in 2019, reflecting the lack of a biennial gala.

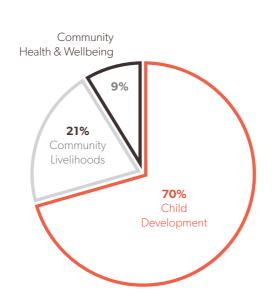
Fundraising is a team effort. All three organisations work together to identify funding opportunities. The UK's small office does not include programming staff; the understanding of social and economic challenges and most appropriate solutions exists in East Africa.

# 557K **UK income 2019 (£)** 115K 39K **7K** Maior Trusts and Individual Institutional individual **Foundations** fundraisers funding

# **Expenditure by** thematic area

Total expenditure was £1,880,171. Child development work (which includes addressing health, nutrition and rights issues in both schools and local communities) continues to represent the majority of our programme activity.

The work we are able to undertake in Kenya and Tanzania is in part determined by the priorities of donors, but our overall long term community-led approach remains the same (see page 8). Ace looks to work in genuine partnerships with all of our donors, based on mutual respect and understanding, sharing successes and openly reflecting on lessons learnt.



# **Ace Africa Consolidated Statement of Financial Activities**

For The Year Ended 31 December 2019

Incoming Resources	Unrestricted Funds 2019 £	Restricted Funds 2019 £	12 Months Total 2019 £
Incoming resources from operating activities			
Donations and grants	151 950	566 222	718 172
Kenya	-	933 865	933 865
Tanzania	-	33 515	33 515
Event Income	8 239	-	8 239
Investment Income	14	-	14
Other - in kind	50 000	-	50 000
Total Incoming Resources	210 203	1 533 602	1 743 805

Resources expended	Unrestricted Funds 2019 £	Restricted Funds 2019 £	12 Months Total 2019 £
Costs of charitable activity			
Support of Ace Africa programmes	51 052	1 644 999	1 696 051
Costs of generating funds			
Fundraising and Grant Application Costs	120 488	5 201	125 689
Event Costs	3 106	-	3 106
Other - in kind	50 000	-	50 000
Governance Costs	5 325	-	5 325
Total resources expended	229 971	1 650 200	1 880 171

# Reflections from the **Chairman of Ace Africa UK**

2020 has been an immensely challenging year for all of us in the UK. But we must not forget how much more difficult it is for the individuals and communities we work with in Kenya and Tanzania:

- how hard it is to keep socially distanced when families live in confined spaces and in close proximity to neighbours
- the impossibility of washing hands for 20 seconds with no running water
- there is no distance learning without electricity, let alone a computer

## In Tanzania and Kenya

Daily work for Ace Africa Tanzania and Kenya is now incredibly complex. When the needs have been at their greatest, the challenges have been enormous schools are closed, travel and communication severely restricted, and limited resources stretched as never before.

I am in awe of the way both country teams have responded to the demands of COVID-19, which added so significantly to their on-going, long term work on health, education and income security.

### In the UK

Our small UK staff have coped amazingly well, working remotely and securing significant new grants.

A Trustee recruitment drive attracted a fantastic 70 applications. Four new Trustees now sit on the Board and have been part of our new Zoom Board meetings.

This year we are saying goodbye to two stalwarts - the indefatigable Fran Howard and our infallible legal expert Chris Rowse. We are extraordinarily grateful to both for their incredibly generous support.

One thing has not changed. Ace Africa UK has a single task - to raise money so our outstanding staff and volunteers in Kenya and Tanzania can support those in greatest need.

## **Looking forward**

When you work with Ace, you help to minimise the impact of COVID-19. That means less hunger, less poverty and less child abuse.

Having visited the projects I can assure you, as I say often, that 'every little bit goes a long way and a lot goes a lot further'.

You can change lives. Please don't hesitate to contact me to discuss how.



David Montgomery Chairman david.montgomery@ace-africa.org

# ARISAIG PARTNERS

The Arisaig Partners Foundation supported Ace Africa for over 10 years. Long term backing is incredibly important as it allows Ace to reliably plan and deliver projects. In addition to a grant to support child development and learning in Kenya, Arisaig has sponsored the production and distribution of this annual fundraising publication for three years, allowing Ace to spend more on work that supports children and communities in Kenya and Tanzania. On behalf of all those who have benefited from their incredible support, our most sincere thanks to The Arisaig Partners Foundation.

Arisaig Partners is an independent, employee-owned investment boutique, which has specialised in investing in the aspirations of the emerging market consumer since 1996. They are stewards of patient capital, aiming to deliver longterm, compounding returns through their portfolios of high quality, high growth, strongly-aligned consumer franchises. For more information on the funds and the Foundation please contact investorrelations@arisaig.com



### Ace Africa **KENYA**

## Ace Africa TANZANIA

PO Box 16416 Arusha. Tanzania Tel: +255 (0) 732 971

# Ace Africa **UK**

# www.ace-africa.org

Follow us on Twitter, Facebook, Youtube, Instagram

# Ace Africa **Board Members**

# Ace Africa Tanzania

### Ace Africa Kenya



# How much it costs

Pays for an emergency food package for a vulnerable family for one month

Provides a locally made handwashing station, and soap, for a health centre, government office or home

Buys emergency food packages for 10 families, to keep them food secure for three months

Sets up handwashing facilities for 200 villages, built by Ace staff and local communities

£25

£50

£750

£1000

# **How to donate**

### **Bank transfer**

CAF Bank Ltd, Ace Africa UK, Sort Code: 40-52-40, Account Number: 00017187

### Online

www.ace-africa.org/donate

### Send a cheque

payable to 'Ace Africa' to: Ace Africa UK, c/o Lockton Companies LLP, The St Botolph Building, 138 Houndsditch, London EC3A 7AG

# giftaid it

**Gift Aid gives Ace an extra 25p for every £1 you donate.** If you're a UK taxpayer, Gift Aid increases the value of your charity donations by 25 per cent at no cost to you - because we can reclaim the basic rate of tax on your gift.