

Unlocking potential in Kenya and Tanzania



Ace Africa
Developing Communities



Our mission in Kenya and Tanzania

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

Celebrating Ace Africa founder, Augustine Wasonga

Augustine Wasonga passed peacefully on New Year's Day 2024, at his rural home in Siaya County, Western Kenya. He was one of Ace Africa's three co-founders, together with Joanna Waddington and Anthony Okoti.

As Ace Africa Kenya Country Director for 15 years, his incredible energy and skills developed and implemented programmes, led research partnerships, raised extraordinary sums and set-up an outstanding governance structure.

- Passionate about improving the lives of others, Augustine's dedication helped to deliver security, resilience and hope to millions of vulnerable children and their families - not just in Kenya but also in Tanzania though his support and guidance of Ace Africa Tanzania.
- Above all, he was a leader who inspired, supported and nurtured staff to become leaders themselves. Today Augustine's friend and mentee, Anthony Okoti, puts those lessons to use every day as current Ace Africa Kenya Country Director.
- Augustine is sorely missed by his family, friends and colleagues. His memory inspires everyone at Ace Africa.



Unlocking the potential of 2,215,745 vulnerable children and families in East Africa



38,996

cases of child abuse reported and resolved



334

primary schools with kitchen gardens



127,569

children learnt their rights at Ace Africa School Clubs



206,819

tested for HIV



4,639

people trained in income generation



75

schools involved in our football project



HIV myth busting through education

Young people aged 15–24 account for 41% of new HIV infections in Kenya. Vihiga County has rates four times the national average, because of misinformation and harmful cultural beliefs. Ace Africa, together with the Mercury Phoenix Trust, used education and outreach to bust dangerous myths.

Health Clubs in secondary schools taught sexual health and HIV prevention. 6,500 students were reached through drama performances, where testing and



counselling was available. Outreach work at high-risk venues like bars and discos provided information and voluntary testing, including at night in commercial sex work locations.

The impact was huge: HIV awareness rose from 38% to 80% among students, 408 people were tested and 12 adults resumed life-saving ARV treatment.

Seventeen year-old Keen saw a drama performance and decided to take a test, having recognised some symptoms. She learnt she had HIV, and then received vital support to help her return to school. Keen is now spreading awareness about HIV. Her story is both troubling and inspiring. Scan the QR code opposite to read it.



Clean drinking water = healthy students + improved results

Ace Africa, with support from The Mac Bevan Charitable Trust, installed rainwater harvesting systems in five schools in western Kenya, benefitting 2,859 children.

At Manaera Primary the new rainwater harvesting system, combined with teacher training on hygiene and sanitation, dramatically improved life at the school. Now 604 children and 12 teachers have access to safe water, leading to fewer illnesses, increased attendance (from 70% to 98%) and better academic results.



Protecting the environment and the Maasai way of life

Ace Africa Tanzania, with support from the Addax and Oryx Foundation, is working with rural Maasai communities to protect their pastoralist lifestyle by protecting the environment. Climate change, overgrazing, and deforestation threaten disaster.

Key initiatives include:

- **raising awareness:** drama events educated 750 community members and 850 students about environmental protection.
- **training advocates:** 15 teachers trained to teach environmental care, educating 750 children. Ten youth trained as environmental advocates. Three school environmental clubs and nurseries established.
- **providing resources:** 2,000 tree seedlings distributed to schools and youth groups to support reforestation.

This project is encouraging long-term environmental stewardship and helping to preserve the Maasai way of life.

Unlocking potential in 2025



HIV and AIDs awareness, prevention and treatment

Performances by Ace Africa community drama groups in markets and schools raise awareness. They bust harmful myths that still surround HIV and AIDs. Testing and counselling is available at the same time so people know their status and what to do if they test positive.



Protecting child rights

Ace Africa Wellbeing Clubs in primary schools and the Ace Africa football project are two tried and tested ways we teach children about their rights. They also help children to understand how to report abuse. Both these projects stop child labour, early marriage, sexual violence and female genital mutilation.

Improving sexual and reproductive health and rights (SRHR) for women

Access to information and services allows women to take control of their reproductive rights. Fewer unplanned pregnancies ensure young girls complete life changing education. Ace Africa and local partners will deliver outreach events. Our staff will train local volunteers to educate girls and young women.



Clean water in primary schools

Poor hygiene and sanitation make school children sick. Attendance becomes poor and results suffer. We will install rainwater harvesting systems and train teachers to help their students to stay healthy.



Reducing the impact of climate change on food security

Climate change disrupts food production (of both crops and animals). The result is reduced food quantity and quality. The first step is to raise the awareness and understanding of communities about the impact of climate change on food security. We then train communities on 'climate smart' agriculture and livestock practices. The result is food diversity, climate resilient crops, and better food preservation.



Improving women's access to economic opportunities

Long-standing social norms and a lack of access to resources dramatically limit women's opportunities.

We will provide what women need to become successful entrepreneurs, including small business training, new vocational skills and saving and lending schemes. They will have the tools to increase their economic independence and the income to meet their family's needs.



Protecting the environment

Local ecosystems are at risk from poor agricultural practices, overgrazing and tree-felling. Working closely with farmers and communities increases knowledge and changes attitudes. Tree planting, environmentally friendly agriculture, eco stove distribution and education improve daily life. They also address the long-term impact of climate change.

Ace Africa Kenya and Ace Africa Tanzania

Why we are needed

In Kenya and Tanzania the poorest families and children live with the daily challenges of food insecurity, ill health, poverty, sexual and gender based violence, and poor access to education and essential rights.

They live in remote areas where government services are minimal or entirely absent.



Ace Africa founder and Ace Africa Kenya Country Director, Anthony Okoti

Ace Africa **KENYA**

Ace Africa Kenya has reached over 1,750,180 people directly and 3,500,360 indirectly in Bungoma, Busia, Kisumu, Kakamega, Migori, Siaya and Vihiga counties.

For more information contact Country Director Anthony Okoti, okoti@ace-africa.org or resources@ace-africa.org. Tel +254 (0) 771 370 266. Ace Africa Kenya, PO Box 1185, Bungoma 50200, Western Kenya.

Read more at www.ace-africa.org/kenya. For details of our Board visit <https://www.ace-africa.org/about-us/board-of-ace-africa-kenya/>

We work in partnership with local government, schools, families and communities. Together we design and implement projects to tackle the root causes of complex social and economic problems.

Local needs, research and partnership underpin our work in three areas: child development, community health, sustainable livelihoods and the environment.



Ace Africa Tanzania Country Director, John Emmanuel

Ace Africa **TANZANIA**

Working in Arusha and Kilimanjaro regions, Ace Africa Tanzania has reached 465,585 people directly and 931,170 indirectly.

For more information contact Country Director John Emmanuel, john.emmanuel@ace-africa.org or infotz@ace-africa.org. Tel +255 (0) 789 354 142, PO Box 16416 Arusha, Tanzania.

Read more at www.ace-africa.org/tanzania/. For details of our Board visit <https://www.ace-africa.org/about-us/board-of-ace-africa-tanzania/>

One Child Welfare Officer transforms thousands of futures

Vulnerable children are suffering appalling abuse, often in silence. Cynthia Okoo is an Ace Africa Child Welfare Officer. This is some of what she did in 2024, and the difference it made.

Teaching children their rights stops child abuse

Ace Africa School Clubs are safe spaces to discuss health, hygiene and child rights. Cynthia helped to train 80 teachers from 40 schools to run these clubs. She gave presentations about child rights - and how to protect them - to 2,000 children.

Club members and their friends reported 25 cases of pregnancy, incest, child prostitution and rape. All the children received the support they needed.



Preventing child prostitution

Bugute primary school has an Ace Africa School Club. Three students were missing classes because they were involved in child prostitution at the local market.

The school asked Cynthia to speak to the girls. Poverty and alcoholism at home had devastated their lives. Cynthia met their parents and offered help. The parents joined a government business skills project, which helped them earn money for food, health care and education.

The three girls no longer need to earn money. They go to school regularly and are key members of the Ace Africa School Club.

Supporting child rape victims

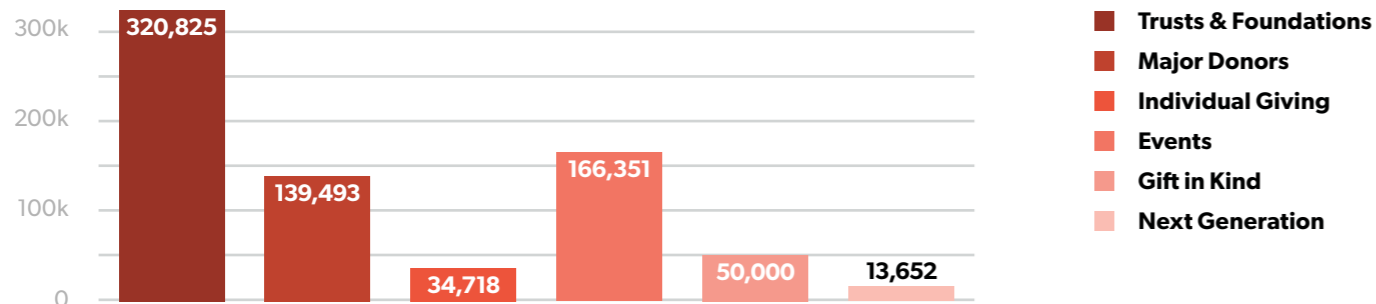
13 year old Naliaka (not her real name) was raped by a 29 year old man on her way home from school. She told her mother, who took Naliaka to a doctor who confirmed she had been raped, but not infected with the HIV virus. The rapist is currently on trial.

Cynthia supported Naliaka and her mother, providing regular trauma counselling. This gave Naliaka the confidence she needed to go to school. Cynthia also worked with the family to take Naliaka to the health centre for regular check-ups.

How money was raised in 2023

Ace Africa UK raises funds for its two partners, Ace Africa Kenya and Ace Africa Tanzania. In 2023 we raised £725,039. Restricted income was £333,238 and unrestricted £391,801.

Eighteen trusts and foundations generously donated. Our first fundraising event in five years was a huge success thanks to many guests, and incredible support from our Patrons Phil Howard and André Villas-Boas. Donations from individuals throughout the year also make our work possible.



How the Ace Africa family works

Ace Africa UK was established in 2005 to fundraise for Ace Africa Kenya (founded in 2003) and Ace Africa Tanzania (founded in 2008). The UK does not define approaches to deep rooted, complex social and economic issues; the best understanding of problems and their solutions is in Kenya and Tanzania.

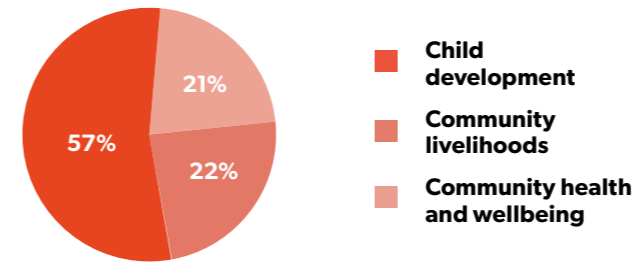
All three partners are independent organisations registered in their respective countries. We share a common name and mission (see inside cover). Donors can make grants directly to Ace Africa Kenya and Ace Africa Tanzania, or ask Ace Africa UK to manage support on their behalf.

Audited accounts are available for each of the three Ace Africa organisations. To read full UK Ace Africa annual report and accounts, scan the QR code opposite.



Ace Africa Kenya and Tanzania 2023

Our partners work across three thematic areas. In 2023 their main focus was child development, representing 57% of their expenditure.



Investing drives impact

Communities in East Africa and our supporters expect a resilient and reliable partner. Investment in all three parts of Ace Africa is essential.

- **Experienced senior managers and leaders in East Africa.** Without their expertise and leadership our work would be impossible. Mutual understanding and trust is built up over many years with communities and local government.
- **Accountability.** This requires time and money. A few examples: audits, annual accounts, compliance requirements for donors, banks and charitable authorities, project monitoring and evaluation.
- **Fundraising.** Professional staff raise money in a competitive market. They create materials to attract new supporters. Ensuring excellent relations with donors makes giving personal, rewarding and we hope long-term.

Recent years show circumstances can change rapidly. Long-term, flexible funding allows us to deliver the programmes most needed by communities and to invest in the future of our work. Annual project support is also incredibly welcome. We discuss with donors the importance of how money is donated, and work with them to maximise the impact of their support.

www.ace-africa.org

Follow us on



Contact Ace Africa UK (registered charity 1111283), c/o Lockton Companies LLP, The St Botolph Building, 138 Houndsditch, London EC3A 7AG, tel: +44 (0) 20 7933 2994 or email info@ace-africa.org

With thanks to Patrick Drummond, Olivia Jarman and Ace Africa staff for photography

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www.buranstudio.com



We applaud Ace Africa's narrative around the impact and benefits of unrestricted, long-term funding support, something many grantees are nervous of broaching.

Unrestricted funding allows us as funders to zoom out and adopt a holistic approach to impact. You understand that you are part of a collective, bigger picture.

Our role is to take on some degree of risk, which is why we do compliance and financial checks. This doesn't have to change when offering unrestricted funding. If you trust a charity enough to give them funds for a project, why wouldn't you trust them with unrestricted funding? Either you believe in them, and you trust them as an organisation, or you don't.

This approach has led to more equitable relationships with the organisations we fund, making us feel like a valued partner to them. We want our grantees to feel comfortable reaching out to us and sharing their challenges. We want them to feel empowered to make tough decisions, knowing that they have our trust and support. It is as much about the relationship as the grant itself.



Why work with Ace Africa?

Every single life changed is a reason to work with us. Here are five more.

3. Innovative and responsive

Ace Africa was created to respond to the HIV and AIDS crisis in Western Kenya. Today our programmes address new challenges, including climate change and economic insecurity caused by unexpected global conflicts. The most vulnerable are always hardest hit.

1. Africa based, African led

The people closest to problems know how to solve them. Ace Africa staff and volunteers are part of the communities we serve. They are ready to change lives but need the resources to do it.

4. Transparent and accountable

Ace Africa is transparent and honest – we learn from what works and what doesn't. Ongoing assessment means we maximise our Supporters' impact. Research and evaluation are at the heart of our work.

2. Lasting change

Change takes time. Our long-term approach is measured in years. As people are empowered to take control of their lives, we become less involved. Our legacy is resilient, inclusive communities. Your support leaves families with lasting change - reliable income, food security and safer children.

5. Personal and rewarding philanthropy

You are part of a team - of staff, volunteers and local communities. Together we identify need, plan solutions and find the resources. Formal reports, videos, photographs and personal briefings tell you what your support has achieved. We make philanthropy personal and rewarding.



Let's discuss the difference you want to make

Contact David Evans, Ace Africa UK Country Director, david.evans@ace-africa.org or call 07440 122478. If you are in Kenya or Tanzania use contact details inside



What your money can buy

Seeds for one family to grow a variety of nutritious food



£11

A thorn resistant football, for our innovative football/child rights project

£28

Trains a Child Rights Committee member with the skills to help vulnerable children

£66

The cost of 1 hard wearing tyre for cars that deliver staff and materials to remote, rural communities; they can drive up to 300km a day

£385

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

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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 charitable donations by 25 per cent at no cost to you because we can reclaim the basic rate of tax on your gift.