



2015 Annual Report



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Table of Contents

Our Strategy 2013-2017	1
Organization Background	1
Theory of Change	2
Vision, Mission, and Outcomes	3
Target Audience	4
Content Agendas	4
Our Work in 2015	5
Edutainment Media	5
Fema Magazine	5
Results for Fema Magazine	7
Fema Radio Show	10
Results for Fema Radio Show	11
Fema TV Show	13
Results for Fema TV Show	13
Social Media	17
Sema na Fema – SMS platform	17
Outreach	19
School Visits	19
Festivals	19
Results for Fema Peace Festivals	20
Fema Clubss	21
Results for Fema Clubss	22
Annual Youth Conference	26
Case Study: The Mwanza Fema Club Federation	28
Most Significant Change Stories	34
Financial Information	40
Income Statement	40
Balance Sheet	41
Cash Flow Statement	42
Audit Statement	43
Conclusion and Lessons Learned	45



Our Strategy 2013-2017

Organization Background

In 1999, Femina Hip was set up as a civil society organization in Tanzania to foster healthy lifestyles by educating and connecting young people around sexual and reproductive health and rights and HIV and AIDS. At the time, there was an anxious need to spread information about the deadly HIV virus and about sexual health in general. Gender was flagged as a similarly important issue because of the relationship between gender disparities and sexual health decision-making. Unfortunately, young people were typically not included in the sexual and reproductive health agenda even though Tanzanians under the age of 25 represented over half of the total population. They were also marginalized in terms of decision-making and access to services. A lack of education and employment, especially in rural areas, meant that this group was, and continues to be, most in need and most at risk. Youth were therefore identified as an important target group.

Over the years, Femina Hip's open media platform—which has encouraged honesty and built a reputation of trust—evolved into the concept of the Femina Family. This concept is synonymous with Femina Hip's own healthy lifestyle brand that promotes responsible decision-making and healthy lifestyle choices. To be a member of this family means that the audience regularly engages with the platform and actively promotes others to join. In return, this relationship stimulates a sense of solidarity; a feeling of inclusion and ownership which encourages youth to participate in the initiative.

Today, Femina Hip is the largest civil society multi-media platform for young Tanzanians. We are strategic communication experts, dedicated to engaging young people in conversations around issues important to their development and well-being in a popular way: inspiring, motivating, influencing attitudes, changing mindsets and ultimately changing behaviors. We want youth to be confident and equipped to be the authors of their own lives.

Our platform hosts a range of communication vehicles (including traditional and new and social media products) used in a strategic and complementary way to reinforce our messages. Outreach work ensures that our products are used in Active Learning environments and that mentors have the capacity to use these products to support activities. We continuously keep an empathetic ear towards our target audience: youths' needs, experiences and opinions are what matters to us, and are fed back into the production process. In this way, we become a knowledgeable resource and a powerful way to capture and carry the voice of youth.

Consequently, in 2011 Femina Hip took on a more holistic strategy around its content agenda, coupling sexual and reproductive health and rights with economic empowerment in order to address the broad spectrum of challenges facing young people. Our coverage of the last two presidential elections and the review of the constitution, as well as club formation and organizing for civil society activism brought forward the need to deal with youth in relation to citizen engagement, participation and agency in a more systematic way. We acknowledged the potential of our media platform to achieve massive reach that could contribute to responsible citizenship. The value of the platform to

carry out downstream advocacy, i.e. to share with youth information about the decisions, policies and programmes that affect their lives, also became clear.

Theory of Change

Our theory is that behavior change is not linear, but rather a messy process of moving back and forth. A whole range of factors influences behavior change: some within Femina Hip's sphere of influence but others are far beyond. From our understanding of different theories of change we have developed our own road map to social and behavioral change, identifying how we see change happening. This road map outlines the determinants critical to people's intention and motivation to adopt 'healthy behaviors' and what it takes to make this change happen, involving effort from us as well as contribution from our many partners.

Femina Hip has drawn inspiration from several different models of social and behaviour change, notably the I-Change (Integrated Change) Model and Theory of Reasoned Act, and the Theory of Communication for Social Change. The I-Change Model focuses on the importance of role models. The Theory of Communication for Social Change explores the different ways in which communication can be leveraged to bring about change in knowledge, attitudes, and behaviour among individuals and the wider community. It also highlights the key role played by culture in social change. Participation is a crucial part of planning, implementation and evaluation of the change processes. Contemporary use of traditional and community media and ICTs can facilitate this process of change.

Communication for Social Change reinforces the notion that people must take ownership of and act as agents for their own change processes. Therefore, effective social and behaviour change programmes must create opportunities and platforms for people to actively participate in a process of dialogue, reflection, negotiation and mobilization.

We build our work around creating intention and motivation to act. Femina Hip identifies three main determinants behind young people's ability and willingness to act. Femina Hip aims to alter:

- ★ **Attitudes** supporting the Femina Family lifestyle promoted behaviours including perceived positive and/or negative consequences of carrying out a particular behaviour.
- ★ **Self-efficacy** to carry out the Femina Family lifestyle behaviours including perceived ability to perform the behaviour and the set of skills to perform a particular behaviour.
- ★ **Social norms** supporting the Femina Family lifestyle promoted behaviours including perception of what influential people think about the behaviour and what they should do.

Attitude, self-efficacy and social norms are factors which influence motivation and intention to adopt suggested behaviors. Femina Hip's messaging and activities work around changing young people's perception on these factors in relation to the behaviors part of the Femina Family lifestyle, but also equipping youth with skills that enables them to act.



Vision, Mission, and Outcomes

Femina Hip envisions a gender equal society in which youth are confident and competent change-makers with healthy lifestyles who actively participate in the development and well-being of Tanzania. Our mission is to use our trusted brand, expertise in strategic communication and extensive partnership network to reach young people across Tanzania with critical knowledge and create forums for conversation, which are essential to initiate the process of behavior change towards healthy lifestyles.

Young healthy change-makers not only make informed decisions for themselves, they also encourage others to follow. These young people are leaders and positive role models, are active members of groups or initiatives looking to encourage positive change for themselves and others. In this healthy lifestyle movement young women and men take collective action to inspire positive social change within their community.

The outcomes of Femina Hip's work, as listed in its results framework, are:

Final Outcome: A movement of youth and mentors self-organizes and promotes the Femina Family Agenda.

Intermediate Outcome: Youth and mentors adopt the promoted behaviours of the Femina Family regarding sexual reproductive health and rights, economic empowerment and citizen engagement.

Initial Outcome 1: Youth and mentors have knowledge and awareness about sexual and reproductive health and rights, economic empowerment, and citizen engagement.

Initial Outcome 2: Youth and mentors employ both personal and interpersonal life skills.

Initial Outcome 3: Youth and mentors have positive attitudes towards the Femina Family behaviours.

Initial Outcome 4: Youth and mentors have the perception of their own agency to adopt the Femina Family behaviours.

Initial Outcome 5: Youth and mentors perceive that they are supported by people important to them in adopting the Femina Family behaviours.



Target Audience

Femina Hip targets all young women and men in Tanzania between the ages of 13 and 30 years old. A second target group is mentors. Mentors are individuals who support and facilitate Fema Clubs that provide young people with safe spaces to grow and develop. These mentors include teachers and youth group leaders. We have included mentors as a target group because ultimately we want mentors to be positive role models for the youth who look up to them; therefore, they themselves should also display the healthy lifestyle behaviors of the Femina Family.

Content Agendas

Femina Hip continues to address issues of sexual and reproductive health and rights as this remains our strength and comparable advantage in Tanzania. However, in line with our strategic change process we have deepened our work in the two other content areas, to create a more holistic approach to empower young people. These include economic empowerment and citizen engagement as equally core themes.

Embedded in Femina Hip's content agenda is the mainstreaming of gender equality. Furthermore, we support initiatives and highlight topics that advocate for human and citizen rights, with an emphasis on those that seek to foster independence and positive lifestyles for all young people, particularly girls.





Our Work in 2015

Edutainment Media

Femina Hip communicates and connects with youth through its multimedia platform as well as through face-to-face activities and active learning in outreach interventions. These initiatives mutually reinforce each other to share knowledge, model behaviours, and provide guidance and inspiration. Both media products and face-to-face activities are designed to connect youth to each other and to Femina Hip: to stimulate conversations and reflection; and to offer an opportunity to speak up, share and express concerns. We carefully craft content through systematic planning to ensure messages in all communication vehicles reinforce each other and are in line with the content agendas.

Below are the media products that have been produced and distributed in 2015:

Fema Magazine

This magazine is distributed quarterly to more than 2,500 secondary schools and active learning partners across Tanzania and includes sections on all three of Femina Hip's strategic areas: Sexual and Reproductive Health and Rights, Economic Empowerment, and Citizen Engagement. This year a total of 70 female and 90 male youth were engaged in 'youth reporting' and the production of different magazine sections.

Fema 35 / Jobs and Careers / January – March 2015

This issue of Fema Magazine was about jobs and career opportunities in the ripples of the emerging oil and gas sector. Editorial collection was conducted in Mtwara. The articles were about skills and qualifications needed when looking for apprenticeships and employment. The cover story featured Ghati Mwita who shared her story about being the first Tanzanian woman to work in the oil and gas industry as a petroleum engineer with Statoil. She explained to our audience about how she conquered both gender and social barriers to achieve her dream. The issue was funded by GIZ and Statoil while Twaweza co-produced the 'Sema, Tenda' section. The issue was printed in 142,000 copies which were, besides the regular distribution schedule, distributed during Femina Hip's Annual Youth Conference in January 2015. Five hundred copies were funded by Statoil and distributed to their workplace and partners.

Fema 36 / Body Rights / April – June 2015

The second issue of Fema Magazine this year was about body rights and featured the Deputy Minister for Constitutional and Legal Affairs, Ummu Mwalimu, on the cover. She is among the champions promoting the right of girls and women to make choices about their sexual health and their bodies. She advocated for youth to be given the correct information about sexuality, reproduction, and free access to different contraceptive methods. She

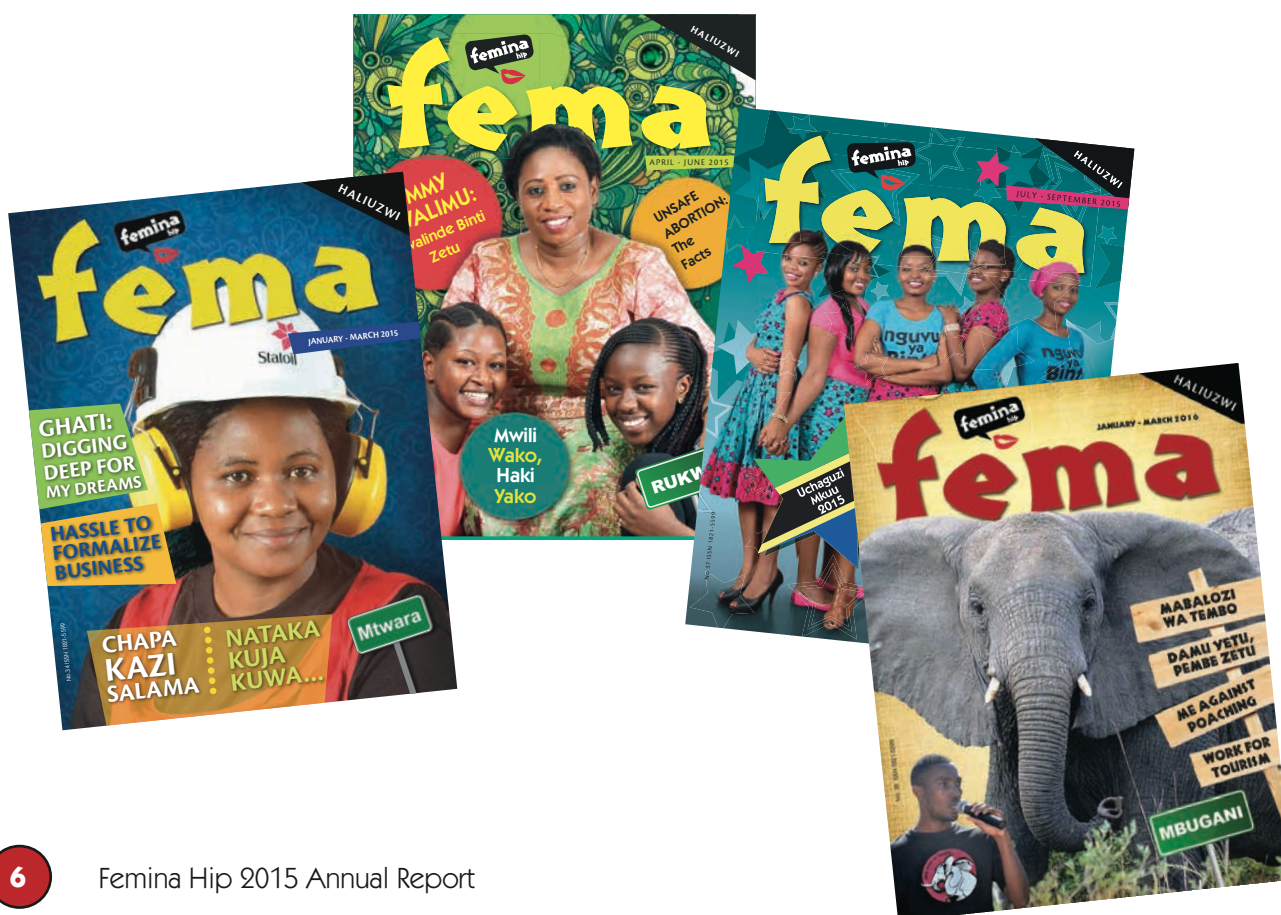
also promoted a review of the Tanzanian abortion law in order to facilitate better post-abortion care. Editorial collection was conducted in Rukwa with the Lake Tanganyika Floating Clinic (a partner in our HIVOS consortium) and Marie Stopes. It was printed in 142,000 copies.

Fema 37 / Girl Power / July – September 2015

This issue came out during an exciting time of the year, a few months before the general elections. The issue focused on a Nguvu ya Binti (girl power) agenda and reinforced our Nguvu ya Binti Fema TV Show. The cover story featured the five young women presenters of the show who travelled across the country to explore the issues that concern youth and girls in particular. It also covered voter education. The issue was funded by SIDA, HIVOS and UN Women. A total of 143,410 copies were printed and distributed. Many were distributed at the Fema Peace Festivals which were conducted before the election. A two-page Girl Power Agenda was also circulated as a companion to the magazine.

Fema 38 / Poaching / January – March 2016

The editorial collection for Fema 38 was done in Saadani National Park and Dar es Salaam. The objective was to explain the link between nature conservation, protecting wildlife, and the opportunities available in tourism industry for youth employment. The current illegal elephant poaching for ivory was used as the cover story. A total of 100,000 copies were printed in December 2015, with distribution to be done in the first quarter of 2016. The editorial partners were Okoa, the Save the Elephant campaign, Southern Tanzania Elephant Project (STEP), PAMS Foundation, Saadani Sanctuary Safari Lodge, Saving Africa's Nature (SANA), and Roots and Shoots.





Results for Fema Magazine

In 2015, we contracted with Ipsos Tanzania to conduct field research around changes in the readers of Fema Magazine. This research was conducted with a nationally-representative sample size in all regions of the country.

The research found that 8,653,727 Tanzanians are aware of Femina Hip's work. Of those, 1,548,152 Tanzanians had read an issue of Fema Magazine in 2015. Magazine readership is heavily skewed towards the 15-24 and 25-34 year old age groups, with approximately 95 percent of all Fema readers falling in these two age groups. The magazine is read by more males than females in absolute terms; however, there is near parity in the relative readership of Fema Magazine by gender. Finally, our magazine readership is primarily concentrated in rural areas.

The following tables summarize the results of what Fema Magazine readers reported about what they learned from the magazine, how the magazine changed their attitudes and self-efficacy, and how they changed their behavior.

Table 1: Knowledge and lifeskills gained from reading Fema Magazine

I have learned about:	Total	Age			Sex	
		15-24	25-34	35+	Male	Female
STI prevention	15%	13%	26%	17%	12%	20%
Entrepreneurship and business	6%	6%	5%	17%	10%	0%
Condom use	5%	7%	0%	0%	7%	2%
Believing in myself and not giving up	5%	3%	16%	0%	7%	2%
Working hard	5%	6%	0%	0%	7%	0%
Not getting involved in early sex	4%	5%	0%	0%	1%	7%
Avoiding unplanned pregnancies and using family planning	4%	3%	5%	0%	1%	7%
Abortion and its effects	3%	3%	0%	0%	1%	5%
Volunteering	3%	3%	0%	0%	1%	5%
Relationship and marriage issues	3%	0%	11%	17%	3%	2%
Fighting against gender discrimination and FGM	3%	2%	5%	0%	3%	2%
Agriculture and animal husbandry	2%	1%	0%	17%	1%	2%

Table 2: Change in attitude from reading Fema Magazine

I now feel that it is important to:	Total	Age			Sex	
		15-24	25-34	35+	Male	Female
Engage in entrepreneurship	12%	13%	11%	0%	16%	5%
Use condoms	7%	6%	16%	0%	10%	2%
Study and work hard	7%	8%	5%	0%	6%	9%
Protect myself from STIs	6%	6%	5%	17%	3%	11%
Educate my peers	6%	5%	11%	17%	9%	2%
Avoid relationships at an early age	5%	7%	0%	0%	4%	7%
Believe in myself and not give up	5%	3%	16%	0%	6%	5%
Avoid unsafe sex	4%	3%	5%	0%	3%	5%
Be careful and informed on sexual issues	3%	3%	0%	0%	4%	0%
Avoid abortions	2%	2%	0%	0%	1%	2%
Drink responsibly	2%	2%	0%	0%	0%	5%
Avoid unplanned pregnancies and use family planning	2%	2%	0%	0%	1%	2%

Table 3: Change in self-efficacy from reading Fema Magazine

I now feel that I am able to:	Total	Age			Sex	
		15-24	25-34	35+	Male	Female
Protect myself from STIs	13%	12%	53%	17%	13%	11%
Engage in entrepreneurship	12%	12%	53%	17%	13%	9%
Study and work hard	8%	10%	47%	0%	12%	2%
Educate my peers	6%	6%	26%	17%	6%	7%
Avoid unsafe sex and use protection	5%	6%	26%	0%	7%	2%
Avoid temptations	5%	6%	26%	0%	4%	5%
Believe in myself and not give up	5%	3%	16%	0%	3%	7%
Have only one sexual partner	5%	2%	11%	0%	4%	5%
Take care of my health	3%	2%	11%	0%	4%	0%
Engage in agriculture	3%	3%	16%	0%	3%	2%
Avoid unplanned pregnancies and use family planning	3%	2%	11%	0%	0%	7%
Volunteer	2%	2%	11%	0%	1%	2%
Vote and choose a leader that I like	2%	1%	5%	0%	1%	2%



Table 4: Change in behavior from reading Fema Magazine

I have changed my behavior by:	Total	Age			Sex	
		15-24	25-34	35+	Male	Female
Studying and working hard	9%	12%	0%	0%	13%	2%
Avoiding unsafe sex	6%	7%	5%	0%	7%	5%
Using condoms	5%	5%	5%	0%	4%	5%
Protecting myself from STIs	5%	5%	5%	0%	1%	9%
Believing in myself	5%	5%	5%	0%	4%	5%
Engaging in entrepreneurship	5%	1%	16%	17%	4%	5%
Engaging in agriculture	5%	3%	5%	17%	6%	2%
Avoiding sex and not having relationships when young	4%	3%	5%	0%	1%	7%
Avoiding temptations	4%	5%	0%	0%	3%	5%
Having only one sexual partner	2%	1%	5%	0%	1%	2%
Checking my health and testing for HIV	2%	1%	5%	0%	3%	0%
Fighting against alcoholism	2%	1%	0%	17%	0%	5%
Saving money	2%	2%	0%	0%	3%	0%
Avoiding unplanned pregnancies and using family planning	2%	1%	5%	0%	1%	2%



Fema Radio Show

We continued with our radio magazine format and nurtured youth in the production as Fema youth reporters. We include youth in the production process by training selected members of youth organizations, and Fema clubs to interview experts on the issues. Participation and involvement of youth has an increased effect on them compared to those who simply read, watch, and listen to our media products. Also this way young people are exposed to training and skill building opportunities that contribute to making them more employable. In total, 24 male and female youth were recruited as youth reporters. Additionally, 161 females and 173 males were involved in recording different radio show segments like expert interviews, testimonials and group discussions.

Fema Radio Show Season 7 / Abortion and Use of Contraceptives

We produced season 7 with 17 episodes. Five episodes addressed the use of contraceptives and post abortion care, and complimented Issue 36 of Fema Magazine. These episodes were part of the HIVOS collaboration. The episodes aimed at educating the community, especially youth, about how to avoid abortion and the use of safe and modern ways of contraceptives. All episodes explored the dangers of unsafe abortion, and at the same time educated young people (both female and male) on the effects of carrying out unsafe abortion. The production involved experts from RODI (Resource Oriented Development Initiative) in Rukwa, and Marie Stopes, who gave clear explanations on the benefits of the modern contraceptives to youth as they are planning their future. The episodes on post abortion care had record number of response through SMS.

Women in Horticulture

The remaining 12 episodes of season 7 focused on women in horticulture with material from 3 regions in the southern highlands and the SAGCOT growth corridor. This was in collaboration with BEST Dialogue. As a source of inspiration, attitude, and mindset change around the importance and viability of a healthy lifestyle, we focused on creating a dialogue among women farmers and district authorities through the agriculture extension officers to tap into their advice and identify business opportunities in their areas. Showcased also were successful female horticulture producers demonstrating their economic value to society. Agriculture Experts from TAHA (Tanzania Horticultural Association), TAPP (Tanzania Agriculture Productivity Program), and other partners such as TANWAT (Tanzania Wattle Company), FDCs (Folk Development Colleges), and Local Government Authorities, community radios and RUDI (Rural Urban Development Initiatives) were involved in the production.





Results for Fema Radio Show

Field research conducted by Ipsos Tanzania was also used to collect listenership data for Fema Radio Show. The research found that 802,201 Tanzanians listened to Fema Radio Show in 2015. While radio listenership is also heavily skewed towards the 15-24 and 25-34 year old age groups, it has a higher proportion of audience members in the 25-34 age range than Fema Magazine. The radio show is listened to by more males than females in absolute terms; however, a significantly higher proportion of females listen to the show compared to men.

In addition to the field research, Ipsos Tanzania also conducted a computer-aided telephone interview (CATI) survey with Fema Radio Show listeners who had sent Femina Hip an SMS related to the show in 2015. The sample size for the show was 329 listeners, and questions were asked about knowledge gained from the radio show, how the show changed their attitudes and self-efficacy, and how they changed their behaviors. The following tables summarize these results:

Table 5: Knowledge and life skills gained from listening to Fema Radio Show

I have learned about:	Total	Age			Sex	
		15-24	25-30	31+	Male	Female
The importance of using modern farming	28%	27%	25%	35%	29%	22%
Entrepreneurship	10%	12%	10%	5%	10%	10%
Avoiding unplanned pregnancies and using family planning	7%	7%	8%	4%	5%	14%
Working hard	5%	3%	4%	8%	4%	7%
Believing in myself	4%	6%	4%	1%	5%	0%
Crop preservation	2%	2%	1%	4%	2%	2%
Avoiding unplanned pregnancies	2%	2%	3%	1%	1%	7%
Farm preparation	2%	2%	1%	3%	2%	2%
Self-awareness and making the right decisions	2%	0%	4%	1%	1%	2%

Table 6: Change in attitude from listening to Fema Radio Show

I now feel that it is important to:	Total	Age			Sex	
		15-24	25-30	31+	Male	Female
Use modern gardening for fruits and vegetables	31%	28%	34%	33%	34%	17%
Engage in entrepreneurship	16%	19%	15%	9%	15%	19%
Use family planning	6%	6%	6%	5%	4%	15%
Avoid unsafe sex	4%	5%	4%	0%	4%	2%
Work hard	4%	5%	3%	3%	3%	7%
Prevent infections	2%	2%	3%	3%	3%	2%
Avoid peer pressure	2%	2%	3%	1%	2%	2%
Take care of crops	2%	2%	0%	4%	2%	0%

Table 7: Change in self-efficacy from listening to Fema Radio Show

I now feel that I am able to:	Total	Age			Sex	
		15-24	25-30	31+	Male	Female
Motivate youth on farming	31%	30%	33%	29%	33%	22%
Engage in entrepreneurship	19%	25%	19%	9%	19%	22%
Use family planning	5%	5%	6%	7%	4%	12%
Engage in animal husbandry	3%	1%	4%	7%	4%	2%
Protect myself	2%	3%	2%	1%	1%	8%
Educate people about HIV and AIDS	2%	1%	2%	5%	2%	3%
Advise people not to give in to peer pressure	2%	3%	1%	1%	2%	2%
Use protection during sex	2%	3%	1%	0%	1%	3%

Table 8: Change in behavior from listening to Fema Radio Show

I have changed my behavior by:	Total	Age			Sex	
		15-24	25-30	31+	Male	Female
Starting to farm	31%	30%	33%	29%	33%	20%
Engaging in entrepreneurship	10%	12%	9%	8%	11%	8%
Educating my peers	7%	7%	7%	7%	7%	5%
Using birth control	4%	3%	5%	4%	1%	15%
Starting to keep animals	2%	1%	2%	4%	3%	0%
Forming a group to work together to boost our economy	2%	1%	1%	4%	2%	0%
Being cautious in relationships	1%	1%	1%	0%	0%	2%
Encouraging women to participate in leadership	1%	1%	0%	0%	1%	0%



Fema TV Show

Femina Hip, in collaboration with UN Women, produced a season of Fema TV Show with the aim of bringing youth, and particularly girls, into the spotlight of the 2015 general election in Tanzania. The season was titled 'Nguvu ya Binti' (Girl Power) and was on air from July 12th to September 28th 2015. It was expected to reach and engage all youth but to also concentrate on girls and their most significant issues into focus. This season gave essential information on election processes, offered inspiration to participate in advocacy organizations, hold institutions and organizations (including MP candidates) accountable to their mandates, and showcased active and engaged girls taking leadership. Giving a voice to girls is an essential part of democracy and constitutes a fundamental citizen right.

Young people and girls in particular, were shown how to join and actively participate in women's organizations, associations, youth networks, and political parties that support gender equality and rights. The team of presenters had four girls from the following youth organizations: Restless Development, Youth of United Nations Association (YUNA), and Tanzania Youth Vision Association (TYVA). In total, 200 male and female youth were involved in the production of Fema TV Show from Lindi, Dodoma, Kigoma, Njombe, Arusha and Dar es Salaam.

Results for Fema TV Show

Field research conducted by Ipsos Tanzania was also used to collect viewership data for Fema TV Show. The research found that 507,974 Tanzanians watched Fema TV Show in 2015. While TV viewership is also heavily skewed towards the 15-24 and 25-34 year old age groups, it has a higher proportion of audience members in the 25-34 age range than Fema Magazine. The TV show is watched by more males than females in absolute terms; however, a somewhat larger proportion of females watch the show compared to men.

In addition to the field research, Ipsos Tanzania also conducted a computer-aided telephone interview (CATI) survey with Fema TV Show viewers who had sent Femina Hip an SMS related to the show in 2015. The sample size for the show was 722 viewers, and questions were asked about knowledge gained from the TV show, how the show changed their attitudes and self-efficacy, and how they changed their behaviors. The following tables summarize these results:



Table 9: Knowledge gained on voting procedures in the general election from watching Fema TV Show

I have learned that:	Total	Age			Sex	
		15-24	25-30	31+	Male	Female
To vote you must be 18 years and above	20%	23%	18%	14%	20%	19%
You should have registered and possess a voting card	18%	16%	22%	16%	20%	16%
Voting is a right for all	8%	8%	6%	12%	8%	9%
Citizens should show up and vote	7%	6%	8%	9%	6%	9%
You should come early to vote	5%	6%	6%	3%	6%	4%
You must be a Tanzanian citizen in order to vote	5%	4%	4%	6%	4%	5%
How to choose the right leader	4%	4%	5%	3%	5%	3%
How to vote	4%	4%	4%	1%	3%	5%
Women should contest for leadership positions	3%	3%	2%	5%	2%	5%
How to cross-check names before voting	2%	3%	1%	1%	4%	1%
The importance of voting	2%	1%	4%	2%	2%	2%
Self-awareness and confidence	2%	1%	3%	3%	2%	2%
Being calm on the day of election	2%	3%	2%	0%	2%	2%
To have a stand and principles during elections	2%	2%	2%	1%	2%	2%

Table 10: Knowledge gained on good leadership from watching Fema TV Show

I have learned about:	Total	Age			Sex	
		15-24	25-30	31+	Male	Female
A good leader is one who defends the interests of the citizens	27%	26%	30%	27%	30%	25%
Women can be good leaders	13%	13%	13%	14%	12%	15%
Leadership is not words, it is action and being responsible	12%	14%	11%	8%	12%	11%
The qualities of a good leader	9%	7%	10%	12%	9%	9%
A leader should be close to the citizens	7%	7%	5%	9%	5%	9%
Good leadership is that which has no classes	4%	4%	5%	3%	4%	5%
A good leader is self-confident	3%	2%	3%	7%	4%	3%
Good leadership is free from corruption	3%	5%	1%	1%	3%	3%
Good leadership is fulfilling all the promises you made	3%	3%	3%	2%	4%	2%
Good leadership is patriotic and peace-loving	2%	3%	2%	2%	3%	2%
A good leader defends the rights, laws and the constitution	2%	2%	3%	2%	2%	3%
A good leader is honest and trustworthy	2%	2%	2%	2%	3%	1%



Table 11: Other knowledge and life skills gained from watching Fema TV Show

I have learned about:	Total	Age			Sex	
		15-24	25-30	31+	Male	Female
Entrepreneurship	24%	25%	21%	25%	25%	22%
Self-awareness and confidence	21%	21%	23%	18%	24%	17%
When women are empowered they can do anything	5%	4%	5%	8%	5%	5%
Males and females have equal rights	5%	4%	5%	7%	3%	7%
Gardening	4%	4%	3%	5%	5%	3%
Early pregnancy	3%	3%	2%	3%	3%	2%
Gender-based violence	3%	3%	2%	2%	2%	3%

Table 12: Change in attitude from watching Fema TV Show

I now feel that it is important to:	Total	Age			Sex	
		15-24	25-30	31+	Male	Female
Register to vote	19%	22%	18%	13%	18%	20%
Engage in entrepreneurship	17%	15%	19%	18%	17%	16%
Have self-awareness, confidence	15%	14%	17%	15%	18%	12%
Work hard and be responsible	7%	7%	7%	8%	7%	8%
Educate my peers	4%	2%	5%	7%	2%	5%
Engage in farming and animal husbandry	3%	3%	2%	4%	3%	3%
Give girls and women their rights	3%	2%	4%	2%	3%	2%
Have women contest for leadership positions	2%	3%	2%	3%	3%	2%
Use family planning	2%	4%	1%	1%	3%	1%
Have good leaders	2%	2%	4%	1%	3%	2%
Be independent	2%	2%	2%	3%	3%	1%
Eliminate discrimination	2%	2%	1%	2%	0%	4%
Give opportunities to women	1%	1%	0%	2%	0%	2%
Fight against gender-based violence	1%	2%	1%	0%	2%	1%



Table 13: Change in self-efficacy from watching Fema TV Show

I now feel that I am able to:	Total	Age			Sex	
		15-24	25-30	31+	Male	Female
Engage in entrepreneurship	26%	25%	27%	26%	29%	22%
Register and vote	14%	18%	12%	10%	13%	17%
Be confident, know, and evaluate myself	12%	14%	12%	6%	13%	9%
Educate my peers	8%	6%	10%	12%	7%	10%
Engage in agriculture	4%	5%	4%	3%	4%	5%
Educate girls and women	3%	1%	3%	10%	3%	4%
Work hard	2%	3%	3%	1%	4%	0%
Fight for the rights of girls	2%	1%	3%	4%	2%	2%
Be a leader	2%	3%	2%	1%	3%	2%
Offer women opportunities in society	2%	3%	2%	3%	1%	4%
Use safe family planning methods	2%	3%	1%	1%	3%	1%
Stop gender-based violence	2%	2%	2%	1%	2%	2%

Table 14: Change in behavior from watching Fema TV Show

I have changed my behavior by:	Total	Age			Sex	
		15-24	25-30	31+	Male	Female
Educating my peers	13%	15%	13%	6%	10%	16%
Voting during the election	11%	10%	12%	11%	12%	10%
Advising my peers on the importance of their votes	8%	8%	7%	9%	7%	9%
Engaging in entrepreneurship	7%	5%	8%	12%	8%	6%
Having confidence in myself	5%	4%	7%	5%	7%	3%
Educating women on gender issues	2%	1%	2%	3%	1%	3%
Advising my peers to avoid and stop gender discrimination	2%	2%	2%	2%	0%	3%

An important outcome is that 92% of survey respondents (91% male, 92% female) reported having participated in electoral processes during the 2015 general election.



Social Media

This year Femina Hip continued to build up our website and make it more user-friendly, especially for mobile phone users. Sexual and reproductive health topics are still the most popular ones followed by entrepreneurship and citizen engagement. All our media products are available on the website which is also linked to our Facebook and Twitter pages. Since its launch in January 2015, the website has received a total of 32,185 unique visitors.

More youth are gaining interest and are using Femina Hip's Facebook page for discussion and gaining information. It currently has 13,893 likes and on Twitter we have 3,242 followers. Our social media team has a representative from each department to ensure that all our media products and agendas are well covered.

Sema na Fema – SMS Platform

SMS is one of the key mediums of interaction between Femina Hip and our audience. One SMS number is used by all media vehicles at Femina Hip. The Community Mobilization team has full time staff whose role is to answer questions, respond to comments and offer free counseling to youth on different matters regarding sexual and reproductive health and rights, economic empowerment and citizen engagement. Up to December 2015 a total of 51,018 SMS were received, of which the majority were about sexual and reproductive health.

At Femina Hip SMS technology is also used by our audience to send their requests for the registration of Fema Clubs. 386 requests have been received from January to December 2015.

Table 15: Summary of SMS Outputs

Description	Output
Total number of SMS received	51,018
Number of SMS received on sexual and reproductive health issues	5,224
Number of SMS received on economic empowerment issues	656
Number of SMS received on citizen engagement issues	108
Number of SMS replies sent for questions received	15,303
Total bulk SMS sent	83,265

Table 16: Summary of Media Outputs

Description	Output
Awareness of Femina Hip products	8,653,727 Tanzanians
Number of readers of Fema Magazine	1,548,152 Tanzanians
Number of listeners to Fema Radio Show	802,201 Tanzanians
Number of Fema TV show viewers	507,974 Tanzanians
Number of copies of Fema Magazine produced and distributed	527,410 copies – including 100,000 copies of issue 38 that was produced in December 2015
Number of episodes of Fema Radio Show produced and aired	17 episodes
Number of youth involved in the production of Fema Magazine	Males Females
	90 70
Number of youth reporters involved in the production of Fema Radio Show	Males Females
	12 12
Number of youth involved in the production of Fema Radio Show	Males Females
	173 161
Number of youth involved in the production of Fema TV Show	Males Females
	45 64
Number of secondary schools receiving copies of Fema Magazine	2,523 secondary schools
Number of Facebook likes	13,893
Number of followers on Twitter	3,242
Number of unique visitors to the website	32,185





Outreach

School Visits

We continue to conduct a series of different outreach activities to engage with our audience in direct, face to face manner. These include single school visits to support our Fema Clubs in schools or motivate the set-up of Fema Clubs and to monitor the distribution of Fema Magazine. During all school visits, a total number of 3,164 female and 2,480 male youth were reached and an additional 42 female and 76 male teacher mentors were also reached.

Festivals

Femina Hip also conducts different Femina Family Festivals, which are planned and coordinated with local partners in the field. A key component of such festivals is always a day of 'active learning'. The main objective of the active learning training is to orient mentors on how they can use our media products to assist youth in making healthy lifestyle decisions. 119 teacher mentors (40 females and 79 males) from secondary schools and FDCs (Folk Development Colleges) attended the active learning trainings which took place in Dar es Salaam, Dodoma, Iringa, Mtwara, Shinyanga, Kigoma, Arusha and Mbeya regions during the year.

During the festivals days local Fema Clubs contribute with drama and other activities and partner organizations get the opportunity to showcase their work, while Femina Hip's staff facilitate questions and answers and other entertainment sessions. During the different outreach trips editorial collection is usually conducted, while the M&E team collects evidence for the outcomes of our programs. One Femina Family Festival was held in Dodoma in which a total number of 500 female youth and 300 male youth were engaged.

In 2015, in conjunction with the general election, Femina Hip also conducted a unique outreach activity – Fema Peace Festivals – to promote peace during and after the elections. These festivals were conducted in collaboration with UNWomen/UNDP and implemented together with Karibu Tanzania Association (KTA) and the Folk Development Colleges (FDCs) in 6 regions around the country. The activity aimed at encouraging youth to become peace ambassadors in their communities for the promotion of a peaceful environment during the general election. It also encouraged youth to vote. The activity targeted youth and communities but especially young men through football tournaments and talent competitions.

The festivals were implemented in six regions which were identified as experiencing political tensions (Iringa, Mbeya, Shinyanga, Arusha, Mtwara and Kigoma). A total of 5,419 male and 2,530 female youth were reached with peace messages. This was through active learning trainings (92 males, 65 females), cinema viewings (687 males, 371 females), football (3,031 males, 1,406 females) and festivals (1,609 males, 688 females).

Results for Fema Peace Festivals

After the conclusion of the festivals, Femina Hip conducted an SMS-based survey with a sample of 224 youth who had attended them. The SMS survey asked them what they learned about how to resolve conflicts without resorting to violence, as well as how their attitudes had changed towards peaceful participation in electoral processes. The results of this survey are shown below.

Table 17: Results of Fema Peace Festivals SMS Survey

Description	Arusha		Iringa		Kigoma		Mbeya		Mtwara		Shinyanga	
	M	F	M	F	M	F	M	F	M	F	M	F
Percent of youth who attest to increased knowledge on how to address grievances without resorting to violence	88.2%	94.7%	55.6%	66.7%	94.7%	55.6%	93.8%	83.3%	94.3%	80.0%	84.0%	91.7%
Percent of youth who attest to increased interest in avoiding and preventing violence during elections	82.4%	94.7%	100%	16.7%	94.7%	77.8%	90.6%	83.3%	97.1%	100%	80.0%	79.2%



Fema Clubs

Femina Hip's Fema Clubs represent the core of our activity and our core audience. The setup of clubs was initiated in 2001 to promote youth leadership, voluntarism, lifeskills civics, and represent embryos of civil society organizing. Key activities performed by Fema Clubs include peer education, debates and dramas, cleaning the environment and the community, initiating income generating activities and so forth. Clubs are supposed to register with us and send us activity reports. The most active clubs send us reports and photos on the activities they are undertaking. Every year we are amazed at just how engaged and creative some of our Fema Club members are. The level of self-organizing has risen with the years and many club networks have been set up. We have the report of active networks of Fema clubs from 8 regions namely Mwanza, Dodoma, Kilimanjaro, Iringa, Ruvuma, Rukwa, Dar es salaam and Mtwara.

Twelve Fema Club festivals were organized by Fema Clubs on their own initiative in their areas to share and learn together with the general public. An estimate of more than 100 secondary schools in Mwanza, Dodoma, Rukwa, Arusha, Iringa, Ruvuma, Mtwara and Dar es Salaam regions have participated in these festivals. Themes covered in these festivals were: empowering girls, Femina Hip's 15th anniversary, peace and elections, youth and contraceptive use, club inauguration, joint graduations and the importance of sexual and reproductive health education to students. In Mwanza, as an example, the Federation of Fema clubs, as they call themselves gathered 83 fema clubs to a common public event.

During the Fema Peace Festivals, Femina Hip gave out its two most important awards of the year to Fema Clubs. The award for Best Fema Club 2015 was given to Ukombozi Fema Club from Ngweli Secondary School, Mwanza. The club was chosen because of their active club network that encourages other schools to form Fema Clubs. They have engaged in entrepreneurship activities like vegetable gardening. This club produced bricks and managed to build a new classroom in their school. They used the income generated to support the club activities.

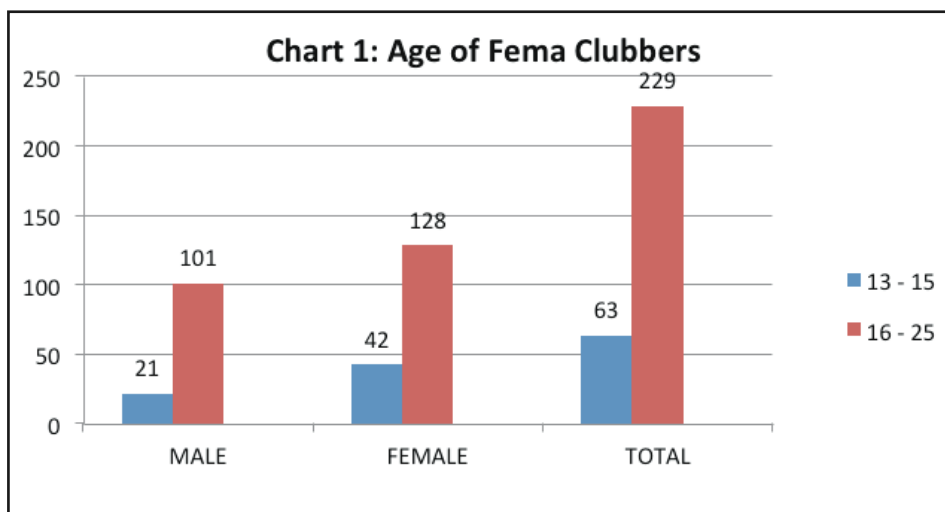
The award for best Fema Club Teacher 2015 was given to Ms. Anna Melkiory from Azania Secondary School in Dar es Salaam. She has been a club mentor for 7 years and constantly uses her active mentorship to support youth with their challenges. She is a link between the school administration, the club members, and other external organizations. She is currently a coordinator of Dar es Salaam region Fema Club mentors. This is a network of secondary school teachers who are also mentors of the Fema Clubs.



Results for Fema Clubs

Femina Hip's Monitoring Evaluation and Learning (MEL) team has developed a semi-structured questionnaire to collect data on outcomes. On a quarterly basis, MEL staff travel to the field and distribute the questionnaire to our audience. The target group of the questionnaire is youth who are members of Fema Clubs. This was chosen because other research studies already provide us with outcome evidence for our general audience; however, it is also important to look specifically into the changes that take place in our Fema Club members as they interact more intensely with the content of Femina Hip's media products than other Tanzanians. Therefore, the vast majority of respondents to the questionnaire were secondary school students, as they constitute the majority of Fema Club members.

In 2015, a total of 293 research questionnaires were filled in by Fema Club members from Dodoma, Mtwara, Shinyanga, Kigoma, Singida, and Dar es Salaam regions. The results of this research are shown below.



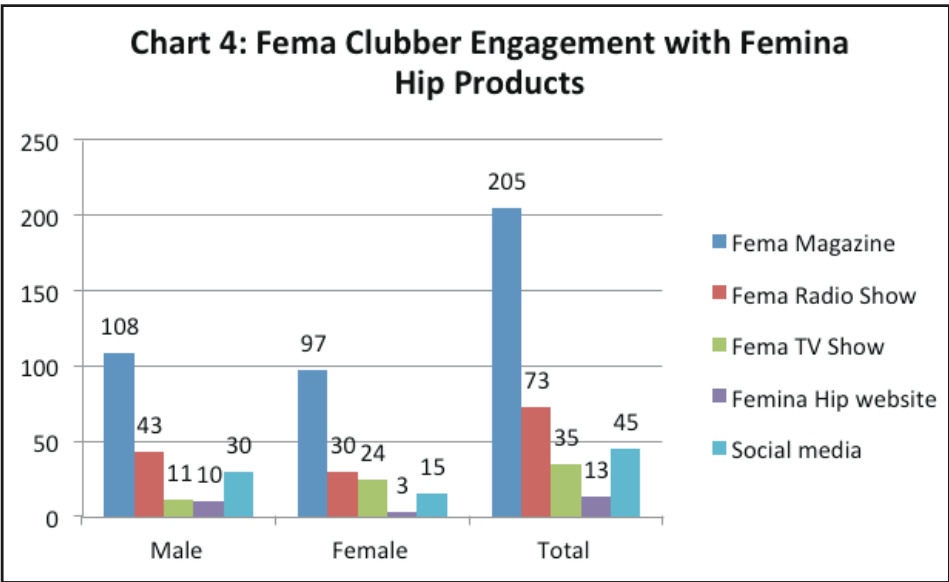
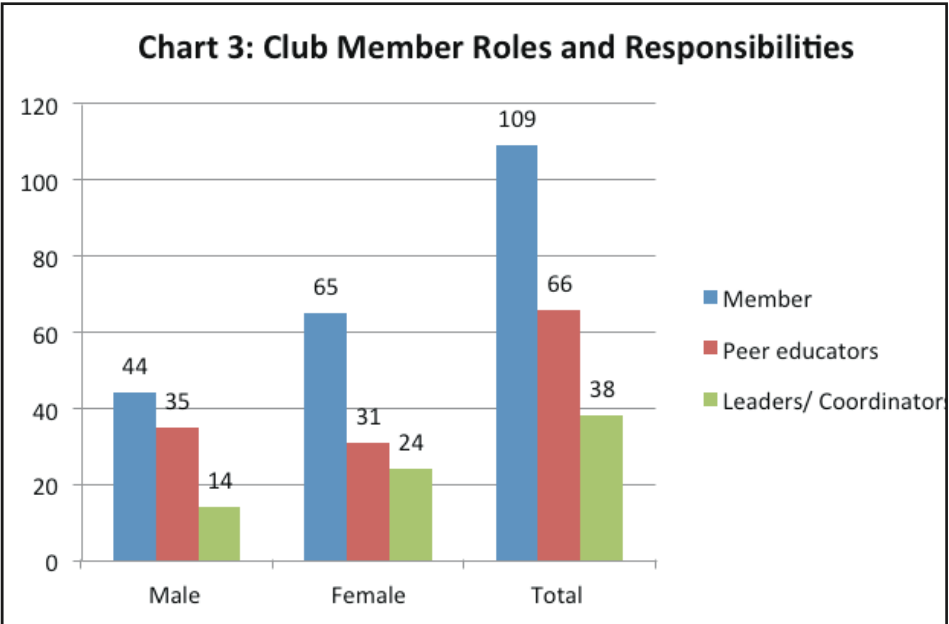
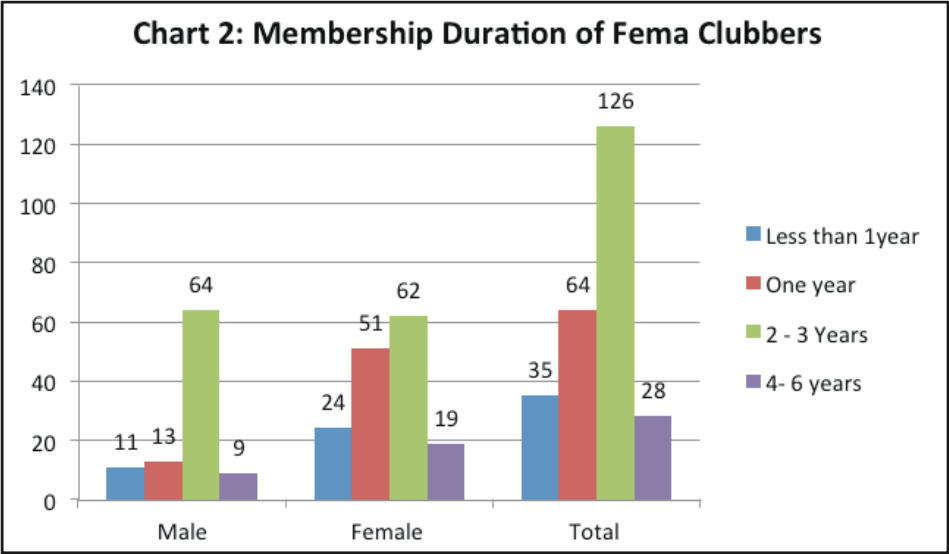




Table 18: Summary of all outcomes for Fema Club Members

Description	Total	Male	Female
Knowledge			
Sexual and Reproductive Health and Rights			
Sex and sexuality	24%	24%	24%
HIV and AIDS	11%	9%	13%
Our bodies	8%	7%	8%
Relationships	7%	10%	5%
General well-being	4%	5%	4%
STIs	3%	6%	2%
Economic Empowerment			
Entrepreneurship	13%	15%	11%
Agriculture	6%	5%	6%
Financial education	0%	1%	0%
Employment	0%	0%	1%
Citizen Engagement			
Citizen engagement	11%	18%	6%
Human rights and youth responsibilities	8%	13%	5%
Voluntarism	2%	0%	4%
Youth voices	2%	3%	1%
Other Knowledge			
Increase academic performance/study hard	2%	2%	2%
Effects of drug and alcohol abuse	1%	2%	1%
Environment conservation/planting trees	1%	3%	1%
Life Skills			
Self-esteem and confidence	17%	15%	18%
Positive and independent decision making	3%	2%	5%
Critical thinking	2%	3%	1%
Leadership skills	1%	1%	1%
Communication skills	1%	1%	1%
Organizational skills	0%	1%	0%
Practice safe sex or abstinence	6%	4%	9%
Take individual and collective actions which benefit their communities/ peer education	4%	3%	6%
Start small income generating projects	3%	5%	1%
Avoid temptation	2%	0%	4%
Maintaining peace in my area	2%	0%	4%
Delayed sexual debut	2%	0%	3%
Volunteer	2%	2%	1%
Start agricultural or other business	2%	1%	2%
Environmental conservation	1%	0%	2%
Create business plan	1%	2%	1%

Description	Total	Male	Female
Speak up for their rights	1%	2%	0%
Focus on studies/school	1%	0%	1%
Go for HIV and STI testing	1%	0%	1%
Use condoms and other contraceptives	0%	0%	1%
Exercising	0%	1%	0%
Seek out capital	0%	1%	0%
Take part in political processes	0%	1%	0%
Self-efficacy			
Practice safe sex or abstinence	4%	2%	5%
Take individual and collective actions which benefit their communities/peer education	3%	3%	3%
Start agricultural or other business	3%	3%	2%
Start small income generating projects	1%	2%	1%
Use condoms and other contraceptives	1%	1%	1%
Avoid temptation	1%	0%	2%
Focus on studies and school	1%	1%	1%
Environmental conservation	1%	1%	1%
Exercising	1%	1%	1%
Volunteer	1%	1%	1%
Delayed sexual debut	1%	1%	1%
Seek out capital	0%	1%	0%
Fight against Gender-based violence (GBV)	0%	1%	0%
Behavior			
Start agricultural or other business	4%	4%	4%
Focus on studies/ school	4%	2%	5%
Take individual and collective actions which benefit their communities/ peer education	3%	1%	5%
Practice safe sex or abstinence	2%	2%	1%
Start small income generating projects	1%	2%	0%
Environmental conservation	1%	1%	1%
Use condoms and other contraceptives	1%	0%	1%
Avoid temptation	0%	0%	1%
Take part in political processes	0%	1%	0%
Respect diversity and differences	0%	1%	0%
Speak up for their rights	0%	0%	1%
Volunteer	0%	0%	1%
Challenge gender norms	0%	0%	1%
Gender Issues			
Education on gender and gender discrimination	5%	11%	1%
Gender-based violence (GBV)	2%	2%	2%
Positive attitudes towards girls and women	2%	0%	3%
Female Genital Mutilation (FGM)	1%	2%	1%



Annual Youth Conference

This year's Annual Youth Conference was held in Dar es Salaam, in January 2015 for 3 days. It brought together Fema Club mentors and students from across the country to learn and celebrate their achievements from the past year. There were a total of 30 female youth and 38 male youth who attended the conference and an additional 10 female and 20 male teachers. The theme of the conference was skills building and career development and the conference took the form of a career fair.

Different partner organizations were given the opportunity to meet with the students and inform them on the skills needed to join different job markets. Focus was also on CV writing, job search and apprenticeships. The list of partner organizations included Statoil, Radar Recruitment, VETA, MOEVT, VSO, Restless Development, GIZ/DSW/Evaplan, and Shule Direct.

During the three day event the teacher mentors were engaged in our active learning training and also received an orientation on career counseling of students, and activity which is largely missing in Tanzanian secondary schools.

The award for Best Fema Club 2014 was given to Same Secondary School from Kilimanjaro region. The club was chosen because of its active network that encourages other schools to form Fema Clubs. Same Fema Club has also been participating in all club challenges and sends reports regularly. The ex-Fema Clubbers from Same Secondary School have a network that is providing guidance and assistance to the current club members at school.

Christopher Mavunde from City High School in Dodoma won the award for Best Fema Club Teacher 2014 because of his commitment to support the Fema Club members, and for his counseling, creating a safe space for both girls and boys to seek advice for their personal problems with him. He has volunteered his own time and sometimes money to facilitate club activities not only in his school but also to assist the formation of district network of Fema Clubs.

The formation of larger Fema club networks, driven by the students and teachers mentors themselves is a development we see across the country and is very encouraging. It is a testimony to the idea of the clubs as embryos of civil society organizing and the maturing of these to take on its own organized activity. The following section shows a case study, conducted this year, of the largest Fema Club network in Tanzania, in Mwanza.

Table 19: Summary of Outreach Outputs

Description	Output				
Number of active learning trainings conducted	8				
Number of mentors who participated in the active learning	<table border="1"> <thead> <tr> <th>Males</th> <th>Females</th> </tr> </thead> <tbody> <tr> <td>79</td> <td>40</td> </tr> </tbody> </table>	Males	Females	79	40
Males	Females				
79	40				
Number of youth who participated in the active learning	<table border="1"> <thead> <tr> <th>Males</th> <th>Females</th> </tr> </thead> <tbody> <tr> <td>45</td> <td>43</td> </tr> </tbody> </table>	Males	Females	45	43
Males	Females				
45	43				
Number of Femina Family Festivals organized by Fema Clubs on their own	12				
Number of Femina Family Festivals organized by Femina Hip	1				
Number of Fema Peace Festival organized by Femina Hip	6				
Number of youth who attended Femina Family Festivals organized by Femina Hip	<table border="1"> <thead> <tr> <th>Males</th> <th>Females</th> </tr> </thead> <tbody> <tr> <td>300</td> <td>500</td> </tr> </tbody> </table>	Males	Females	300	500
Males	Females				
300	500				
Number of youth who attended Fema Peace Festivals organized by Femina Hip	<table border="1"> <thead> <tr> <th>Males</th> <th>Females</th> </tr> </thead> <tbody> <tr> <td>5,419</td> <td>2,530</td> </tr> </tbody> </table>	Males	Females	5,419	2,530
Males	Females				
5,419	2,530				
Number of youth who received contraceptive services during Femina Hip festivals in collaboration with Marie Stopes	<table border="1"> <thead> <tr> <th>Males</th> <th>Females</th> </tr> </thead> <tbody> <tr> <td>1,291*</td> <td>354</td> </tr> </tbody> </table> <p>* Number of males is for condom distribution only.</p>	Males	Females	1,291*	354
Males	Females				
1,291*	354				
Number of clients who received HIV counselling and testing during Femina Hip festivals in collaboration with Marie Stopes	<table border="1"> <thead> <tr> <th>Males</th> <th>Females</th> </tr> </thead> <tbody> <tr> <td>108</td> <td>95</td> </tr> </tbody> </table>	Males	Females	108	95
Males	Females				
108	95				
Number of youth who attended the Femina Hip Youth Conference	<table border="1"> <thead> <tr> <th>Males</th> <th>Females</th> </tr> </thead> <tbody> <tr> <td>38</td> <td>30</td> </tr> </tbody> </table>	Males	Females	38	30
Males	Females				
38	30				
Number of mentors who attended the Femina Hip Youth Conference	<table border="1"> <thead> <tr> <th>Males</th> <th>Females</th> </tr> </thead> <tbody> <tr> <td>20</td> <td>10</td> </tr> </tbody> </table>	Males	Females	20	10
Males	Females				
20	10				
Number of schools visited	58 secondary schools 6 FDC				
Number of youth reached during school visits	<table border="1"> <thead> <tr> <th>Males</th> <th>Females</th> </tr> </thead> <tbody> <tr> <td>2,480</td> <td>3,164</td> </tr> </tbody> </table>	Males	Females	2,480	3,164
Males	Females				
2,480	3,164				



Case Study: The Mwanza Fema Club Federation

The Mwanza Federation of Fema Clubs History

The Mwanza Federation of Fema Clubs (The Federation) is an established network of in-school Fema Clubs in Mwanza region. The network began in 2011 when the then leaders of Bwiru Boys Fema Club initiated a joint Fema Club graduation for the first time in Mwanza municipality. Unfortunately, due to a lack of continuity the event did not occur in the following year.

In 2014, the leaders of the Bwiru Fema Club thought about having a festival that would enable them to learn and share experiences and knowledge with other secondary schools in Mwanza municipality. They therefore planned and held an event with the theme “Jikubali, pinga unyan-yasaji wa kijinsia” at Bwiru Boys secondary school grounds on 27 September 2014. The event was very successful, with 22 secondary schools with Fema Clubs attending. This event was an eye opener to the members of Fema Clubs; they then decided to strengthen their relationship towards achieving better lifestyles through joint efforts in digesting and putting into practice the knowledge gained from Fema Magazine.

The idea was well received by the Fema Club mentors of 17 secondary schools that have active Fema Clubs in Mwanza and the youth leaders had their first meeting on 7th October 2014 at Bwiru Boys secondary school. The main objective of the meeting was to structure the network and draft the constitution that would guide their annual activities. The leaders were also selected on the same day. Official letters signed by Ms. Sitta (Fema Club mentor) of Bwiru Boys Fema Club were sent out to the administration of the 17 schools to ask for the permission to join the network. They chose the name ‘Mwanza Federation of Fema Clubs’, also known as the ‘Zone’. The total number of members of the ‘Zone’ by the end of 2015 was 67 secondary schools with Fema Clubs, from the districts of Nyamagana and Ilemela in Mwanza region.

The following are the 17 secondary schools that started The Federation: Bwiru Boys, Bwiru Girls, Nsumba, Mwanza, Mnarani, Kitangiri, Kirumba, Mwinuko, Ibungiro, Gabuoro, Nsumba, Buhongwa, Pamba, Nyakabungo, Buswelu, Pasiansi, and Loreto.

This Federation is a wonderful example of the successful movements of youth nurtured by Femina Hip. Their annual activities include Form Four graduations, Form Six graduations, talent searches, youth conferences, and Fema Club youth festivals. The Fema Festival is their big event towards the end of every year that aims to bring together all members of the federation to showcase, acknowledge, and celebrate their achievements with non-members and the community in general. Their first festival held in 2015 was titled ‘Youth Development and Community Development, Yes, we can....!’

The Federation Leadership Structure

The constitution has made a clear distinction between the roles of the Fema Clubs at the school level and The Federation’s roles. While Fema Clubs at the school level manage their own activities, The Federation takes care of joint activities such as festivals, graduations, zonal certificates, forming new Fema Clubs and solving the challenges of Fema Clubs that fail to participate in the Federation activities. All members of the zone are supposed raise funds and contribute to the zone on monthly basis.

The first Federation leaders were elected in October 2014, with all top positions entrusted to Bwiru Boys Fema Club as they were the pioneers of the movement.

Federation Leaders 2014/2015:

- President: Elias Rwegerera, Bwiru Boys Secondary School
- Vice President: Swaumath Said, Mwanza Secondary School
- General Secretary: Richard K. Richard, Bwiru Boys Secondary School
- Treasurer: Meshack Innocent, Bwiru Boys secondary School
- Social and Entertainment leader: Joseph Dears, Nsumba Boys Secondary School

Mentors:

- Ms Sitta Kirawe, Bwiru Boys Secondary School
- Mr. Peter Bagasingire, Buswelu Secondary School

Other leaders:

- Most talented clubs: Mnarani and Nyakabungo
- Miss Fema: Angelina Shija, Buswelu Secondary School
- Mr. Fema: Ibrahim Mabalaza, Pasiansi Secondary School

How do they choose leaders?

In the Mwanza Federation of Fema Clubs, the Fema Clubs at the school level act as the political parties—they have to send a request and contest for the leadership at the zonal level. The constitution states that the President and Treasurer must come from the same school; the Vice President and Secretary must also come from the same school. In all cases, schools must be active members of The Federation. The contestants have to state their experience in leading Fema Club activities with examples from both the school and zonal level. Also, the schools of the contestants must be located in a central area to more easily facilitate meeting logistics. The election process also ensures gender equality, whereby if the President is male, the Vice President must be female (and vice versa).

All leaders are selected during the annual general meeting (also known as the youth conference), which is held once a year in August or September. There are 5 top zone officials, 2 ambassadors, and 2 permanent committees; other temporary committees are formed when the need arises, for example for festival and graduation committees.

The most talented Fema Clubs are selected through a talent competition that is held in January every year. The members enter a performing arts competition, and 2 Fema Clubs which are announced as winners become responsible for performing arts activities (including dancing and drama) in all federation events organized by either the federation or third parties.

The Federation ambassadors, also known as Miss and Mr. Fema, are selected during the festival that is held at the end of every year. Their main role is to visit member schools and facilitate the opening of new Fema Clubs, in close collaboration with the community mobilization committee.



Federation Mentors

Federation mentors have the highest level of authority in the hierarchy of the Mwanza Federation of Fema Clubs. They supervise, authorize and participate in all Federation activities from the initial discussions through to implementation. They guide and advise the students on how and when to do their programs.

Mentors Roles in the Federation

Mentors are supposed to work with members on all club activities; they guide students and make sure that Fema Club activities are successful, and also look after the academic performance of the members.

When it comes to the joint events like Fema Festivals or youth conferences, the mentor's role is to facilitate permission for students to attend from their schools. This is done by signing invitation letters and by assuring the school administrations that their students will be in safe hands.

Mentors also give orientations on how to network with corporate industry and raise funds for federation activities. They develop proposals together with students, identify potential partners and guide students to go out and fundraise.

“ *Mentors play a crucial role in the Federation activities; they attend all planning meetings and approve our communications.* —**Elly Rwegerera, 2014-15, Federation President** ”

The Federation's Key Activities

The Mwanza Federation of Fema Clubs has an annual program with 5 main activities which are: talent search days, Form Six graduations, youth conferences, Fema Festivals, and Form Four graduations. Each year they develop a theme that will be discussed and shared in all activities, with the belief that the time is enough for youth to be able to widen their knowledge around the theme and put it into practice.

The talent search is usually the first event of the year. Most Fema Clubs in Mwanza have special talents in performing arts including dancing, acting and singing. This competition is arranged at the beginning of the year purposely to avoid conflicts. The 2 winning clubs are then responsible for all entertainments in the federation activities that year.

Form Six and Form Four graduations are special events for bidding farewell to their brothers and sisters who have been active in the clubs. They are moments to celebrate their achievements and to give them certificates as an award for their good work.

Youth conferences are one-day events and are a foundation to all annual events and activities of the federation. They are usually planned to take place around mid-August, or not later than September, every year. Only Fema Clubs that have performed well in the year attend these events. These schools are the ones that will produce the next year's leaders of The Federation. All club mentors also participate and share experiences from their clubs. It is a learning environment for the strength of the Federation.

They take time to review the year, choose new leaders, and plan for the Fema Festival. This is also the time when they develop the theme for the next year. Both mentors and students of the invited clubs have to attend; while mentors and students have a series of separate sessions, they come together at the end for the conclusion. In 2015, 15 club members participated in the youth conference.

The Fema Festival is an annual event in which members of the Federation meet to celebrate their annual achievements, with both members and non-members of Fema Clubs. Fema Club ambassadors, known as Miss. and Mr. Fema, are also chosen through talent competitions during the festival.

The Federation also has some activities which are optional at the division level. These events include welcoming new members (Form One and Form Five students), school visits, and festivals.

“ *We are the best when it comes to event management, we can even run a company at this age!* —**Meshack Innocent, 2015, Federation Treasurer** ”

Fundraising

The main method of raising funds for the Federation’s activities and logistics is through monthly contributions. Every club member of the Federation is supposed to pay TZS 3,000 to facilitate the Federation logistics.


The Federation also develops proposals and seeks funds from corporate organizations to support individual events such as youth conferences, festivals, and graduations. For instance, for the Fema Festival which was held in October 2015, proposals were sent out to 21 companies including banks and radio stations. They managed to receive positive responses from Coca Cola, Tigo, Jembe FM, and Metro FM, who gave them incredible support including free airtime on the radio to talk about youth issues, free radio spots, drinks, chairs, and even money.

Federation Successes

- ★ 4 out of 17 schools set a good example in contributing to the federation funds according to plan. Those schools are Loreto, Bwiru Boys, Buswelu and Mwanza Secondary.
- ★ Raising funds by using proposals for the first time and winning trust from Coca Cola, Tigo, Radio Jembe FM, and Metro FM.
- ★ All 5 major planned activities for 2015 were successfully implemented.

Federation Challenges

- ★ Most Federation members did not pay the monthly fee as planned.
- ★ Office bureaucracy was a major obstacle in accessing funds from most companies that have head offices in Dar es Salaam.
- ★ The general election was also a barrier as some companies did not want to get involved with any youth gatherings, or their funds were already allocated to support election campaigns.
- ★ Not having a bank account was a problem, as some companies could not give them cash and needed to pay them via bank transfer.
- ★ Some teachers are upset and do not like Fema activities as they think that students are not studying at all.



Lessons Learned by Fema Clubbers

- ★ They have **improved their confidence, leadership, presentation, networking and socialization skills**. “I had to meet with the NBC bank zonal manager—wao! That was big,” exclaimed Swaumath, one of The Federation leaders. “I believe that now I can talk to anyone regardless of their level and status in the community.”
- ★ **Community mobilization**. It was a great lesson to speak in different media and ensure that the community had a common understanding on what was about to happen.
- ★ They have put the **spirit of voluntarism** into their actions, and are very proud.
- ★ In order to succeed you need to have a **passion for the activity**. They belong to Fema Clubs and they love it!
- ★ The federation leaders—Form Four students—for the **first time have managed to obtain funds** estimated at TZS 7 million. They believe they can do better as now they have experience and better skills at fundraising.
- ★ They believe that The Federation has **sharpened their goal-setting and planning skills** that they have learned from Fema Magazine. For example, the festival and youth conference were held in September 2015 but the planning and logistics started as early as March 2015.
- ★ They have managed to **build up trust**. It is a big challenge handling cash when you yourself have little, and these students were handling millions of shillings for the first time in their lives.
- ★ Do not avoid your **responsibility**—nothing is impossible.
- ★ It is **possible to manage both academics and extracurricular activities** while at school. This gives students exposure and experience needed for the job market after school. All Federation leaders had other leadership roles in other clubs, like Zinduka, Mali Hai and student government. Sometimes the clubs have conflicts of interest and they need to have special skills to come up with solutions.

Lessons Learned by Mentors

- ★ Youth have the ability to design activities and make them happen. All they need is support and trust from their teachers.
- ★ Club members require special identification (ID) cards; they are waiting for the logo and go ahead from Femina Hip and they will make their own IDs.

Future Plans of the Federation

The Federation is currently drafting their 2016 Annual Plan. They are going to share it with all school members as soon as possible. This is a useful document because all new clubs also must have a constitution and annual plan.

The following events are planned to take place in 2016:

- ★ **Environment Day** (carried forward from 2015). They will clean either a hospital or street and at the same time educate the community on the importance of having a clean environment.
- ★ They will celebrate **The Day of the African Child** in June 2016 by visiting an orphanage to motivate and educate kids on the skills needed to face challenges of growing up.

- ★ They will have a **Youth Conference** in August 2016.
- ★ The **Mwanza Fema Festival** will be held in September 2016 with the theme “Keep it safe, be safe”.
- ★ Continuing inter-school activities such as Fema Club meetings and debates.
- ★ Improve fundraising techniques in the following ways:
 - They will have 3 leaders in every division whose main task will be to ensure that all members pay their monthly contributions to The Federation.
 - The federation will print t-shirts with the annual theme and Femina Hip’s logo, and sell them to members.
 - Opening a bank account so as to gain the trust of the corporate organizations.
- ★ The Federation is planning to expand and cover nearby districts such as Sengerema and Magu.
- ★ Creating a network for out of school Fema Club members, in order to keep them involved in activities.

The Federation’s Support to Femina Hip

- ★ The Federation envisions being the distributor of Fema Magazine in Mwanza region. This will lower Femina Hip’s distribution cost and at the same time will add respect to The Federation. They know all members, and understand how the Fema Magazine is used in each school.
- ★ They are also ready to be Femina Hip representatives in Mwanza on issues relating to their agendas. They still dream and want to work with Femina Hip, and want to have a long term partnership with the organization.

“*Fema Clubs have given us special strength capacity, now we want to do something for the community. We are not sure yet on what we are going to do but we will definitely do something in relation to Fema Clubs in Mwanza.*

—**Meshack Innocent, 2015, Federation Treasurer**”

Most Significant Change Stories

**Swaumath Said Kashumali,
19 years,
Leader of Mwanza
Federation of Fema Clubs**

I joined a Fema Club last year when I was in Form Five at Mwanza Secondary School. I remember it was on 9 September, 2014 when Elias and Meshack from Bwiru Boys Secondary School were looking for fashion designers for their bonanza. I was introduced to them by my sister Jack and I promised to help them not only by designing clothes but also to train and prepare the models for fashion show free of charge.

Currently, I am a former club chairperson at the school level and former vice president of the Mwanza Federation of Fema Clubs. My main role was to assist the president of the Federation in brainstorming and assuring that everything is achieved according to plan.

The biggest thing that happened to me since I joined a Fema Club is to strengthen my confidence. I remember very well one day during the school visit at Pasiansi Secondary School. We went to talk about Federation activities and challenge the Fema Club to be more active. I was the only girl in the group and ended up doing most of the talking and everyone was impressed. That was the beginning of my great public speaking skills.

I also have sharpened my communication skills; being a federation leader I needed to be out of school to visit other members of the federation. I managed to convince the school administration to allow me to go out of the hostel whenever I have a Fema activity. Not only that but also, I played a major role in fundraising for our festival. My first experience was to go and meet the Access Bank regional manager. I was very nervous; there were some big and smart people. But I did it! I did not expect the results.

We did not get any funds from the bank but they gave me feedback on my presentation skills. I was so happy.

I remember hearing one person giving a testimony about me saying "Swaumath is a young girl, but she is very serious when it comes to work."

I have managed my time very well, being involved with Fema Club activities and making sure that I do well in academics is not a small job. I was not only a Fema Club leader but also a school prefect and at the same time a religious leader. I had to be very smart in dividing my time.

The most significant change that has happened to me is being confident. I believe that I can plan and do anything.

I love Fema TV Talk Show! I have been watching it even before I became a Fema Club member. I used to watch and make notes on the key lessons in my notebook. I also used to inform my mother about everything that I learned from every episode. One day I told her, 'I wish to be like Rebeca'. I was so happy the day that I met Amabilis as one of the Fema TV show personalities.

**The most significant
change that has
happened to me is
being confident.
I believe that I can plan
and do anything.**

**Jamila John*,
19 years,
Fema Clubber**

*The person's name, the name of the schools, and the name of the slum have been withheld for privacy purposes.

I joined a Fema Club during my O-level studies in Arusha when I was in Form One. There were so many clubs but I joined the Fema Club as I knew it from Fema TV Show and I was interested to join. Now I am a Form Five student at a secondary school in Mtwara region and a member of the Fema Club.

Before I joined Fema, I was sexually active at very young age. My mother was a house maid and my father was a security guard at a road construction company. Most of the time I used to stay at home with my brother and we missed parental guidance. I have a big body; hence most people thought that I was a matured girl. We were staying in Arusha slums. I had bad company and I had to lead my own life.

I was raped at the age of 10 years, in Standard Five. He was our neighbor and I did not say anything. I got sick after few days; I did not go to school, and then my mom had to take me to the hospital and I was diagnosed with an STI. Mom started to inquire in more detail about what happened to me. I was afraid but I had to speak out; unfortunately, that man had already left. I was treated and my parents were not interested to proceed with a police case because of the neighborhood.

One day, I was watching a Fema TV Show program at a neighbor's home, and I learned about confidence. As a girl, I need to be confident. I remember Dada Bahati mentioned a strong point about being confident. I was interested to learn more about Fema TV Show. I was 12 years old by then. I was living

a carefree lifestyle; I did not have skills on relationship issues. All I was doing was to play with boys and do sex upon their request.

At my O-level school, I was a member of both Fema and Girl Guide clubs. Reading Fema Magazine and participating in the club activities increased my knowledge and confidence in decision making. I came to realize that I was heading in the wrong direction. I decided to change my friends, and to seek more counseling and advices from responsible older girls.

The most significant change that has happened to me is to build confidence and to make a complete turn on my relationships and choice of friends. I can face a man now and tell him No! I am not ready to have sex with you.

The role modeling stories from women are the ones that have inspired me most, and I believe that one day I will also be a role model.

The most significant change that has happened to me is to make a complete turn on my relationships I can face a man now and tell him No! I am not ready to have sex with you.

**Edwin Ilula,
Fema Magazine reader**

I read Fema Magazine when I was in school. I was a student at Malangali Secondary school (2009-2012) in Iringa. I was not a club member, but I used to access the magazine from the school library. They did contribute to shape my behavior. I was transferred to this school from Igowole because of bad behavior. When I joined Malangali, I had no friends, thus I spent most of my time in the library.

I changed my attitude towards life; at the beginning I thought it was cool to go against my parents' wishes and directives. Stories from Fema Magazine allowed me to see the consequences that other people faced as a result of behaving against parents' wishes. I remember a story of a lady from Njombe industrial area who got pregnant while she was in school and the man denied it. Fortunately, she had an opportunity to take a tailoring course and managed to do a U-turn in life.

Also I remember another story from Mtwara about a boy who is an entrepreneur. He joined vocational training after failing to continue with secondary education. He is a successful carpenter because he is adding value to his products. This story showed that there are different angles to tackle life. When things don't work out, find an alternative route.

I remember I was so stressed when my parents moved me to the new school. It was a big punishment and I thought that they did not love me anymore. Now I believe that any youth has an opportunity to make positive changes in their behavior and the community will accept them back.

I was dreaming to be a journalist, and now I am a successful radio reporter. My dream has come true. Thanks to my family but mostly to Fema Magazine for taking me in the right direction.

**Daniel Kabito Rukaga,
18 years,
Fema Clubber**

I joined a Fema Club when I was in Form Five in July 2014 at Ndanda High School. I was influenced by the chairperson of the club. He shared his experiences on clubs and balancing with studies. I have a drawing talent; hence I joined him in preparing the segment of Fema Magazine that is pinned on the notice board every Monday. I am currently a leader in the club—the assistant news officer.

Through the entrepreneurship education that I gained from Fema Magazine, I started to design clothes. There have been a number of fashion shows at school but I did not see any local clothes designs. I talked to the club chairperson, and he gave me a go ahead. So I started to design and sew a line of traditional clothes and from then on they were showcased during Fema Club functions.

The most significant change that has happened to me after joining a Fema Club is to be creative and start designing a line of clothes. I believe that every youth has a special talent, get up and be active.

The most significant change that has happened to me is to be creative and start designing a line of clothes. I believe that every youth has a special talent, get up and be active.

**Elias Rwegerera,
18 years,
Leader of Mwanza Federation
of Fema Clubs**

I joined the Fema Club at Bwiru Boys Secondary School, because during the second week after starting Form One, Fema Club leaders came to our class and did a presentation about Fema Club activities. For the whole first year I was just a member; I started my leadership journey in Form Two. My aim was to learn about leadership! It was my own initiative; I wrote a letter to Fema Club authority and requested for a leadership position.

The school has both A-level and O-level students, so it is highly unlikely for a Form Two student to be a leader. I wrote two letters applying for two positions—deputy secretary and vice chairperson—I wished to be the general secretary. To my surprise, I was chosen to be the vice chairperson. But then, the club chairperson finished school after a few months and I was automatically promoted to the club chairperson level. So I have been the Bwiru Boys Fema Club chairperson for 3 years (2013 – 2015).

I have finished Form Four, but still I am involved with the Fema Club activities. I am working with the new leaders to set the club agenda for 2016. They invite me to their meetings and I participate fully. I am basically their mentor!

I am proud to say that I am the one who brought the idea of joining the Mwanza Fema Clubs into a Federation. I got the idea from other clubs like Malihai which have regional administrative offices where they can go any time for clarification and seeking guidance. Then I thought to myself, why not join Fema Clubs together and have something of our own as we cannot run to Dar es Salaam every time we need assistance? Hence, the Mwanza Federation of Fema Clubs was born.

I have made big changes in my life since joining the Femina Family. I have gained not only HIV and AIDS knowledge but also knowledge about early pregnancy, political issues, income and economic empowerment. I do believe that in these four years, I have gained enough knowledge that does not only benefit me but my whole community.

I also developed a voluntarism spirit; working for the community even if you are not receiving payment. My ambition was to be an engineer, but after all this community work I am thinking of taking my career in a different direction. Now my ambition is to register my own organization that will focus on helping youth make better decisions in their lives.

I strongly say that, my leadership skills have been made up by Fema and nothing else. I have been a leader in different clubs but Fema Club has played a big role in my achievement. I know that I am going to use these skills in my life and even one day to be a respected leader in the country.

The most significant change that has happened in my life is to develop a voluntarism spirit. Without this spirit I could have not been here. I have sacrificed a lot of classes and other issues to make sure things are moving forward. I have this feeling that nobody should be left out in the community. I should not think about my own life but also about others who are behind. Is there anything that can be done for them?

I have been a good follower of Fema TV Show, and Femina Hip's Facebook page and website. I love the Femina Hip website; I often browse and read old issues of Fema magazines. I am also fascinated with the 'Nguvu ya Binti' season of Fema TV Show as it was reflecting our 2015 Federation theme of "Yes We Can". My favorite episode of 'Nguvu ya Binti' was the one that was explaining the participation of youth in the election, as it shared the statistics that showed that the number of youth who participated on 2010 general election was very low. This was a big

input on our theme of the year 2015 which aimed at educating youth on the importance of participation. Another episode was the one that was about corporal punishment, I learned about alternative punishments and the position of punishment in school on disciplining a child. I also learned about the role of both students and teachers in discipline.

The most significant change that has happened is to develop a voluntarism spirit. I have this feeling that nobody should be left out in the community. I should not think about my own life but also about others who are behind.

Meshack Innocent, 20 years, Leader of Mwanza Federation of Fema Clubs

I joined a Fema Club when I was in Form One after the presentation of club activities in our class. I developed interest and wanted to know more about Fema. I have been involved in different Fema Club activities since I joined. I have held different positions both at the school and zonal levels in 2015. I am the treasurer of both Bwiru Boys Fema Club and the Mwanza Fema Club Federation. At the zonal level I was in charge of members' certificates and budgeting of the festivals and all graduations.

Fema Club membership has contributed to big changes in my life. I am proud to stand up and express my opinions to the community. Four years in a club has built up my confidence to the highest level. I was a very shy boy when I started Form One.

I have also gained leadership experience. This is beyond a normal membership in which you are just waiting for instructions. I have been a think tank of the club at the zonal level, solving a number of challenges and contributing to the success of the federation.

The most significant change that has happened to me since I joined a Fema Club is having self-awareness. I do accept myself, and whatever I think is correct I will stand for it.

Regarding Fema TV show, I remember watching only one episode in which Bwana Ishi was talking to his daughter about the usage of corporal punishment. I wish that I could see the whole program.

I am a good follower of Femina Hip's Facebook page. The first thing that I do on their Facebook page is to look out for new issues of Fema Magazine and read them online even before they reach our school.

**Richard K. Richard,
18 years,
Fema Clubber**

I was interested to join a Fema Club after reading some Fema Magazines. I was just a member from Form One, but when I was in Form Three I was chosen to be a leader. I was first chosen to be the deputy secretary of the club at the school level, and now I am the general secretary of the club federation at the zonal level.

I have gained a lot of knowledge about puberty, gender, and relationships from Fema Magazine, I am very confident and I have a great professional network.

The most significant change that has happened to me is to have goals in my life and plan how to achieve them. My participation in the Mwanza Fema Club Federation festival groundwork has given me a unique experience. The event was planned from February 2015, and it was implemented on September 27.

The most significant change that has happened to me is to have goals in my life and plan how to achieve them. I have gained a lot of knowledge about puberty, gender, and relationships, I am very confident and I have a great professional network.

**Chizero Bunguburiho
Ex-Fema Clubber, currently
deputy head of Bishop Mpango
Secondary School**

I was an active Fema Clubber at Malagarasi Secondary School (2008-2010). I used to participate in all activities of the club. I built my confidence but I also learned about puberty, avoiding pregnancy and how to plan and achieve life goals.

I was a very naughty boy, but Fema managed to transform it positively. Fema has shaped my behavior and nurtured my confidence and leadership skills. I remember meeting with a Femina Hip staff member when I was a student; he challenged me to be aware of my dreams and follow them. Then I remember that at school they used to call me 'advocate'! I did not have any law qualification by then, but I had the ability to argue with facts and evidence. I always speak out my ideas even in meetings with teachers. My knowledge, confidence and experience have been developed from the topics that I used to study in Fema Magazine and present to the assembly during the morning talks in school.

Nowadays, I receive so many invitations to do inspirational talks, and I never leave my Fema Club certificate. I feel proud to show them that I grew up with a youth-based organization called Femina Hip. My life would not have been the same without Fema.



Financial Information

Income Statement

Femina Hip Limited

STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 31 DECEMBER 2015

	Notes	2015 TZS	Restated 2014 TZS
Income			
Grants released to income	4	3,174,001,475	3,698,288,414
Capital grants released during the year	12	72,282,178	71,031,335
Other income	5	174,909,748	70,318,960
Total income		3,421,193,401	3,839,638,709
Expenses			
Direct expenses	6	2,290,852,221	2,636,939,255
Administrative expenses	7	1,130,341,180	1,202,699,454
Total expenses		3,421,193,401	3,839,638,709
Surplus/(deficit)		-	-

The notes on pages 15 to 35 form an integral part of these financial statements. The Financial Statements on pages 12 to 14 were approved by the board of directors and authorised for issue on ^{08th March 2}.....2016 and were signed on its behalf by:


 Dr. Astronaut Bagile
 CHAIRMAN


 Dr. Minou Fuglesang
 EXECUTIVE DIRECTOR

Report of the independent auditors - page 10 to 11.

Balance Sheet

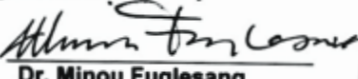
Femina Hip Limited

STATEMENT OF FINANCIAL POSITION AS AT 31 DECEMBER 2015

	Notes	2015 TZS	Restated 2014 TZS
Assets			
Non-current assets			
Furniture and equipment	8	204,859,733	261,698,261
Intangible assets	9	286,305	629,874
		<u>205,146,038</u>	<u>262,328,135</u>
Current assets			
Trade and other receivables	10	74,894,553	311,257,934
Cash and cash equivalents	11	244,835,781	509,531,381
		<u>319,730,334</u>	<u>820,789,315</u>
Total assets		<u>524,876,372</u>	<u>1,083,117,450</u>
Liabilities			
Non-current liabilities			
Capital grants	12	205,146,038	262,328,135
Deferred income	4	173,514,206	564,994,660
		<u>378,660,244</u>	<u>827,322,795</u>
Current liabilities			
Trade and other payables	13	146,216,128	255,794,655
Total liabilities		<u>524,876,372</u>	<u>1,083,117,450</u>

The notes on pages 15 to 35 form an integral part of these financial statements. The Financial Statements on pages 12 to 14 were approved by the board of directors and authorised for issue on ~~06~~ ²⁸ March 2016 and were signed on its behalf by:


 Dr. Astronaut Bagile
 CHAIRMAN


 Dr. Minou Fuglesang
 EXECUTIVE DIRECTOR

Report of the independent auditors - page 10 to 11.

Cash Flow Statement

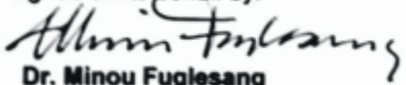
Femina Hip Limited

STATEMENT OF CASHFLOWS FOR THE YEAR ENDED 31 DECEMBER 2015

	Notes	2015 TZS	Restated 2014 TZS
Cash flows from operating activities			
Surplus at the end of the year		-	-
Adjust for:			
Revenue grants released to income	(3,174,001,475)	(3,698,288,414)	
Loss on disposal of assets	501,505	-	
Depreciation	68,771,357	69,177,766	
Amortization of intangible assets	343,569	343,569	
Capital grants released to income	(72,282,178)	(71,031,335)	
Working capital changes:			
Decrease in trade and other receivables	236,363,381	2,765,317	
Increase/(decrease) in trade and other payables	(109,578,527)	204,923,445	
Net cash flows used in operating activities	(3,049,882,368)	(3,492,109,652)	
Cash flow from investing activities			
Proceeds from disposal of furniture and equipment	2,665,746	1,510,000	
Purchase of furniture and equipment	(15,100,084)	(188,715,961)	
Net cash flows used in investing activities	(12,434,338)	(187,205,961)	
Cash flow from financing activities			
Revenue grants received	2,782,521,021	2,840,299,497	
Capital grants received	15,100,084	188,715,961	
Net cash flows from financing activities	2,797,621,105	3,029,015,458	
Net decrease in cash and cash equivalents	(264,695,600)	(650,300,155)	
Cash and cash equivalents at 1 January	509,531,381	1,159,831,536	
Cash and cash equivalents as at 31 December	11	244,835,781	509,531,381

The notes on pages 15 to 35 form an integral part of these financial statements. The financial statements on pages 12 to 14 were approved by the board of directors and authorised for issue on... 28th March 2016 and were signed on its behalf by:


Dr. Astronaut Bagile
 CHAIRMAN


Dr. Minou Fuglesang
 EXECUTIVE DIRECTOR

Report of the independent auditors - page 10 to 11.

Audit Statement



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The Chairman
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Regent Business Park
3rd Floor, Wing B
Chwaku Street, Mikocheni A
PO Box 2065
Dar es Salaam
Tanzania

INDEPENDENT AUDITORS REPORT TO THE MEMBERS OF FEMINA HIP LIMITED

We have audited the accompanying financial statements of Femina Hip Limited, set out on pages 12 to 35 which comprise the statement of financial position as at 31 December 2015, the statement of profit or loss and other comprehensive income and the statement of cash flows for the period then ended, and a summary of significant accounting policies and other explanatory notes.

Directors' responsibility for the financial statements

The directors are responsible for the preparation and fair presentation of these financial statements in accordance with the International Financial Reporting Standards. This responsibility includes designing, implementing and maintaining internal controls relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error, selecting and applying appropriate accounting policies, and making accounting estimates that are reasonable in the circumstances.

Auditor's responsibility

Our responsibility is to express an independent opinion on these financial statements based on our audit. We conducted our audit in accordance with the International Standards on Auditing. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depended on our professional judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error.

Audit Statement

REPORT OF THE INDEPENDENT AUDITORS

In making those risk assessments, we considered the internal controls relevant to the company's preparation and fair presentation of the financial statements in order to design audit procedures that were appropriate in the circumstances, but not for the purpose of expressing an opinion on the company's internal controls. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our unqualified audit opinion.

Unqualified Opinion

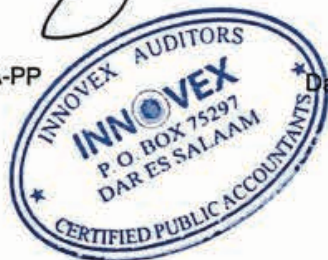
In our opinion, the financial statements present fairly, in all material respect, the financial position of the Femina Hip Limited as at 2015 and its financial performance and its cashflows for the period then ended in accordance with the International Financial Reporting Standards.

Report on Other Legal and Regulatory Requirements

In our opinion, proper accounting records have been kept by the Femina Hip Limited and the financial statements referred to in the preceding paragraph are in agreement with the accounting records and have generally complied with the requirements of Companies Act, 2002.



INNOVEX Auditors
Certified Public Accountants
Dar es Salaam
Per Christopher Mageka, CPA-PP



Date..... 8/03/2016



Conclusion and Lessons Learned

2015 has been a year full of exciting activities at Femina Hip. A peak was the *Nguvu ya Binti*- Girl Power agenda for the general elections. A Fema TV Show as well as a theme issue of the Fema magazine was produced as well as a girl agenda/manifesto that was presented to aspiring political leaders. It has been a learning journey to work with UN Women and youth organizations in educating the whole of Tanzania on the importance of gender inclusive policies. Overall we consider the TV show to be a huge success; it achieved widespread recognition throughout Tanzania, and even had a measurable effect on candidates who were vying for elected positions, especially those who participated in the shows. Our challenge is now to continue pushing the Girl Power agenda, to make sure political leaders continue to commit to the agenda. An even bigger challenge is the fundraising, we need additional funding for the follow-up activities but with the fragmented donor funding environment currently, where mostly short term, project funding is provided, this is a challenge.

The Fema Peace Festivals were very successful, but organizing these with the 6 Folk Development Colleges (FDCs) was a new way of working for us. Conducting six festivals in a time span of the month was difficult, yet we managed. The festivals also provided us with a good opportunity to expand and enrich our citizen engagement agenda. Staff who conducted the festivals was trained by UNDP on how to conduct peace dialogues.

This year's Youth Conference in the form of a career fair was a great opportunity for in-school youth but also their teacher mentors. Most of youth who attended the youth conference did not have much knowledge about how to enter the job market, for the first time they received coaching and mentoring about the world of work.

Finally, our SMS agenda continues to expand rapidly. We have found that many youth, especially girls, are more comfortable interacting and asking questions using SMS than face to face or using voice phone. The number of SMSs we are receiving is steadily increasing, which demands more time of our staff to read and reply. This has become a labour challenge we have to address, if we want to continue giving out timely and reliable answers to our audience via SMS we need more staff.



Femina Hip 2015 Annual Report
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