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A Word from The Country Director



Dear Readers,

It is with great joy and pride that I share highlights from our first quarter of 2025 in this edition of our CARE Tanzania newsletter.

As we began the year, like many of you, we embraced new goals—anchored in our commitment to advancing the rights of women, girls, and communities across Tanzania. The past three months have been both energizing and testing. We, like several peer organizations, were impacted by an executive directive from the U.S. Government, which led to the early closure of two of our projects. While this posed some operational challenges, it also highlighted the remarkable resilience, adaptability, and unwavering dedication of our teams and partners.

I am deeply proud of how CARE Tanzania responded—remaining focused, collaborative, and mission-driven. Together, we sustained momentum, adapted with care, and continued to deliver value for those we serve.

In this issue, you'll find inspiring stories of impact—including that of Angelika, a standout participant in our Scale Up Farmers Field and Business School project. Her journey embodies the progress that is possible when women are given the opportunity to thrive through knowledge, resources, and support.

To our Advisory Council, thank you for your steadfast guidance and leadership. To our partners and valued, dedicated supporters, your trust and collaboration remain essential to our collective progress. To all my colleagues—your commitment continues to inspire. And to you, our readers, thank you for your continued interest and encouragement. It is through your engagement that our mission thrives and delivers a lasting impact.

I look forward to the months ahead and all that we will achieve together in 2025

Take care.

Prudence Masako

Country Director - CARE Tanzania



CARE Tanzania Celebrates International Women's Day Nationwide

Empowering Women and Girls, Transforming Futures



In March 2025, CARE Tanzania joined the global community in celebrating International Women's Day under the theme: "Women and Girls 2025: Advancing Rights, Equality, and Empowerment." Through powerful community engagements, exhibitions, dialogues, and learning events, we reaffirmed our commitment to championing women's economic empowerment, and empowering Women and Girls.

National Engagement

CARE Tanzania's active participation in the 2025 Women's Month celebrations reflected a strong, consistent commitment to advancing women and girls empowerment.

CARE Tanzania partnered with the Ministry of Community Development, Gender, Women, and Special Groups to showcase products and innovations from small-scale women farmers and entrepreneurs in the Arusha National Women's Day Exhibition Week (March 1–8). Project participants gained market exposure, peer learning opportunities, and valuable insights into packaging, branding, and business development. This effort culminated in the March 8 celebration officiated by H.E. President Samia Suluhu Hassan.





Complementing this, The Country Director Ms. Prudence Masako further amplified CARE's voice at two key events celebrating Women's Day:

The StudioRedCommunication Women's Month Event. The Country Director, Ms. Prudence Masako, joined the Women Shaping the Future – Inter-generational Conversations panel at a StudioRedCommunication (SRC) event held at the Hyatt Regency Hotel. Speaking on "Celebrating Success: Women Leading Change in Tanzania and Beyond," Ms. Masako emphasized leadership, empowerment, and the importance of global collaboration—spotlighting CARE Tanzania's contributions to women and girls empowerment. She was joined by distinguished panelists including HE Anne Sophie Avé, Jennifer Bash, Austin Makani, and Amb . Mindi Kasiga . CARE Tanzania staff Aneth Tillya, Rose Mweleka , and Regina Kagaruki also attended and engaged in the







The International Women's Day Big Bang hosted by Tanzania Gender Networking Program. Joined by CARE colleagues, Ms. Adella Ngusa and Ms. Shukrani Chilewa, Ms. Masako reiterated CARE's commitment to women's economic empowerment and highlighted the vital role of men and boys in promoting women and girls empowerment. The event featured Hon. Shamim Khan —Tanzania's only female Member Parliament in 1985—who offered a powerful reflection on the nation's journey and collective action needed under the Beijing +30 agenda.







Amplifying Voices Across the Regions

From the southern highlands to the western borders, CARE Tanzania celebrated International Women's Day in collaboration with local governments and communities in regions including Mbeya, Njombe, Iringa, and Kigoma,

- Mbeya Region: In Kyela district through the Her Money, Her Life project, women smallholder farmers showcased products like ginger, cinnamon, cardamom, and Malafyale tea. Mbeya Regional Commissioner Hon. Juma Homera applauded CARE's role in economically empowering women and encouraged household cooperation between men and women for family well-being. In Rungwe district, project staff exhibited beneficiaries products in VSLAs groups, shared knowledge on entrepreneurship, mental stress and money management. The guest of honor, Hon. Dr. Tulia Ackson, Speaker of the National Assembly of the United Republic of Tanzania and President of the Inter-Parliamentary Union (IPU) was impressed with CARE's work in economic empowerment to women and girls.
- Njombe Region: In Wanging'ombe district, through the Shamba Darasa Imara na Ustadi (SADIFU) project supported by Funds for Innovation in Development. The District Commissioner Hon. Zakaria Mwansasu praised the transformational impact through women's economic empowerment efforts, urging men to actively support these changes for broader community development.

- Iringa Region: In Mufindi district, project beneficiaries in the Her Money, Her Life exhibited Village Savings and Loan Associations (VSLAs) group products such as honey, baskets, beans, and wheat. Iringa's District Commissioner Hon. Heri James highlighted the significance of community-led efforts of empowering women and girls. In Kilolo District, CARE Tanzania distributed sanitary pads to secondary school girls at Lugalo Secondary School. Alongside this, sessions were held on women and girls empowerment and violations against women and girls. CARE Tanzania was honored with a special award for excellence in community engagement by the Kilolo District Council.
- Kigoma Region: CARE Tanzania through the Empowering Women Small-Scale Farmers (EWSSF) project in Buhigwe District, engaged with church women's groups (ARC & KKKT) to provide training on stopping violations against women and grils prevention, promoting VSLA participation, and distributed 500 fruit seedlings as part of an economic empowerment drive.







Raising Awareness to CARE Tanzania staff on Unpaid Care Work

Women and girls globally perform most of the unpaid care work, accounting for approximately 70% of time spent on caregiving in households. Despite its critical role in sustaining families, communities, and economies, care work—both paid and unpaid—remains undervalued and largely invisible in economic policies and planning.

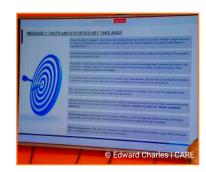
Within its own team, CARE Tanzania hosted a powerful internal reflection session titled "Raising Awareness on Caregiving Work & Care Economies." Facilitated by Ms. Martha Luleka, Ms. Anna Jubilate Mushi, and Dr. Katanta Simwanza, the session emphasized how unpaid care work—often performed by women—underpins households, economies, and communities, yet remains undervalued. Key Takeways:

- The Economic Value of Care Work—Care work is fundamental to economic stability but is often overlooked in policies and planning. Therefore, it is essential to incorporate it into policy creation and planning.
- Shifting Household Norms—Traditional roles of men and women place a disproportionate burden on women.
 Encouraging men's active participation in caregiving strengthens families, reduces stress, and promotes healthier home environments.
- A Workplace Perspective—Recognizing the impact of caregiving responsibilities on employees fosters a more inclusive, supportive, and productive work environment.
- Scaling the Approach—By integrating care work considerations into project design and workplace policies, organizations can drive long-term impact and ensure that caregiving responsibilities are valued, shared, and supported.

CARE Tanzania has mainstreamed care work considerations across its projects—recognizing, redistributing, and reducing care burdens from the ground up.







Launching The Young Women Leadership Program

Empowering the Next Generation



CARE Tanzania, in partnership with Mwanamke Initiatives Foundation, proudly launched the Young Women Leadership Program (YWLP)—a transformative initiative aimed at equipping young women with the mentorship, leadership training, and skills needed to excel in senior leadership roles.

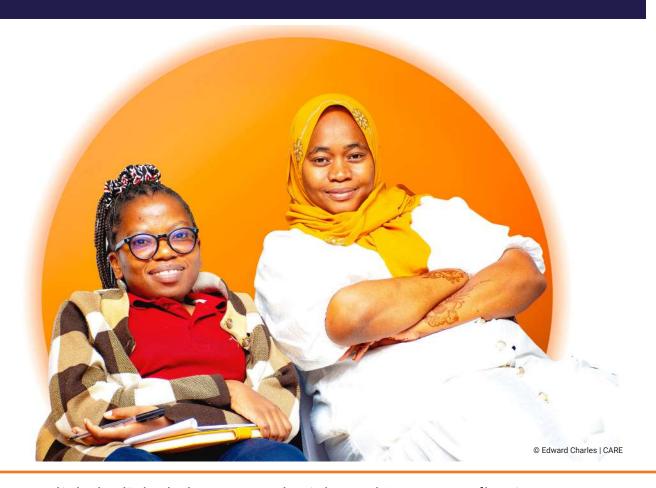
The launch event was graced by Hon. Dr. Dorothy Gwajima (MP), Minister of Community Development, Gender, Women, and Special Groups—Tanzania, as the Guest of Honor. Other distinguished attendees included:

- · Hon. Riziki Pembe, Minister of Community Development, Gender, Elderly, and Children-Zanzibar
- · Hon. Gertrude Mongella, Former Speaker of the Pan-African Parliament
- · Hon. Wanu Hafidh Ameir (MP), Chairperson & Founder, Mwanamke Initiatives Foundation and,
- Representatives from Embassies, UN agencies, and development partners reaffirming their commitment to advancing women's leadership.
- · Mentors and facilitators for the Program



At the core of YWLP are 50 outstanding young women leaders from the Tanzanian mainland and Zanzibar, supported by 20 experienced mentors and 11 facilitators who bring a wealth of knowledge, expertise, and lived experiences. This transformative program specifically targets women aged 20-35 who are actively engaged in women-led organizations,, and community leadership, equipping them with essential skills, strategic insights, and powerful networks to drive change. Through personalized mentorship, high-impact

leadership training, hands-on capacity-building sessions, and dynamic networking opportunities, YWLP aims to empower these women to step confidently into leadership positions, challenge societal norms, influence policy, and become bold, resilient, and visionary leaders. By fostering a generation of empowered women, the program is not just investing in individuals but in the future of Tanzania—creating a ripple effect of positive change in communities, institutions, and the nation at large



Click the links below to watch Aisha and Zamzam reflections

AISHA

ZAMZAM

Expanding Market Access for Cashew Farmers in Mkinga District

CARE Tanzania, through the Innovating Cashew Value Chain Project, is transforming the cashew sector by linking smallholder farmers to reliable markets.

CARE Tanzania and CARE Denmark, in partnership with Danida Green Business Partnerships / Danida Market Development Partnerships, successfully facilitated market access for organic and conventional cashew farmers in Mkinga District, Tanga. This milestone was achieved through a strategic partnership between Duga AMCOS and Biotan Group Ltd., a leading local processor and buyer of organic cashew in Tanzania.

Following the official authorization of trading permits by the Cashew Board of Tanzania and Mkinga District on January 27, 2025, Biotan Group Limited purchased 112 MT of raw cashew nuts from Duga AMCOS, amounting to TZS 209,125,359 (US\$ 79,138). Notably, farmers supplying organic cashew benefit from a 10% premium price, with a total of TZS 20,972,535.90 (US\$ 7,936.51) disbursed to eligible farmers.

Purchase breakdown:

- 29.9 MT of Grade A raw cashew nuts purchased at TZS 2,035 per kg, totaling TZS 61,005,230 (US\$ 22,625)
- 82.1 MT of Grade B raw cashew nuts purchased at TZS
 1,804 per kg, totaling TZS 148,120,126 (US\$ 54,934)

Additionally, 79.6 MT of conventional cashew nuts from Duga AMCOS have been collected and stored in the main warehouse, pending auction through the Tanzania Mercantile Exchange PLC (TMX) under the supervision of the Cashew Board of Tanzania.

This achievement marks a significant step in building stronger, more resilient market linkages between farmer cooperatives and private-sector processors/buyers. By ensuring fair prices and reliable market opportunities, CARE Tanzania is empowering smallholder farmers, especially women and youth, to build sustainable livelihoods in the cashew sector.

Note: Metric ton (MT) = 1,000 kilograms (2,205 lb)





Women Economic Independence Through The Her Money Her Life project

The Her Money, Her Life project supported small-scale women farmers by delivering ginger processing machines to eight VSLA groups in Buhigwe district, Kigoma region. Also the project support seven (7) VSLA groups across Buhigwe district and Mufindi district to access loans worth of TZS 149.6 million (USD 55551.8) under the 4-4-2 model (4% women, 4% youth, 2% disabilities).



On February 25, 2024, CARE Tanzania, through its Empowering Women Small-Scale Farmers (EWSSF)-Buhigwe project and in collaboration with Buhigwe District Council, handed over eight ginger processing machines to eight CARE Village Savings and Loan Association (VSLA) groups. The ceremony, graced by Buhigwe District Commissioner Hon. Colonel Michael Ngayalina, marked a significant step in enhancing small-scale farmers' ability to process ginger into powder.

During the same event, six of the eight machine-receiving groups supported by CARE Tanzania, (63% women), received TZS 59,559,200 (USD 22,925) out of TZS 199,226,200 (USD 76,685) that was disbursed by Local Government Authorities (LGAs) to 26 groups under Tanzania's inclusive 4-4-2 loan model.

Also through the Her Money, Her Life project, supported by Bloomberg Philanthropies, CARE Tanzania in partnership with Mufindi District Council, facilitated the distribution of TZS 785,317,000 (USD 296,809) in loans under the government's 10% loan scheme (following the same 4-4-

2 model). Of this, TZS 310,701,219 (USD 117,429 USD) was awarded to 23 women's groups. Notably, the TUMIA DAWA VIZURI group, part of the Her Money, Her Life project, secured a TZS 90,000,000 (USD 34,015) loan to purchase a tractor, enhancing agricultural productivity and financial independence.



CARE Tanzania at the Community Development Officers' Forum



CARE Tanzania participated in the Community Development Officers' Forum in Iringa, hosted by the regional government under the theme "Community Development Officers: Catalysts for Positive Social Change."

Led by Regional Commissioner Hon. Peter Serukamba and graced by Hon. Dr. Dorothy Gwajima (MP), Minister of Community Development, Gender, Women, and Special Groups, the forum brought together government officials, community leaders, and development organizations to drive social and economic progress.

CARE Tanzania showcased its impact through three key projects—Scale Up Farmers Field and Business School, Shamba Darasa Imara na Ustadi, and Her Resilience, Our Planet—highlighting efforts to:

- Strengthen smallholder farmers' incomes through sustainable agriculture and value addition,
- Enhance soybean and sunflower value chains, creating economic opportunities,
- Improve nutrition by integrating soybean-based diets into families' meals.

Project participants proudly exhibited value-added products like soybean flour, sunflower and soybean oil, and soybean-based snacks. Hon. Dr. Gwajima praised CARE Tanzania's commitment to empowering smallholder women farmers, commending Country Director Ms. Prudence Masako for her leadership



CARE Tanzania Hosts CARE France and Wageningen University for Field Insights in Iringa

CARE Tanzania hosted Thuy-Anne Stricher (CARE France staff) and Marrith Van De Berg (Wageningen University staff) for a field visit to the Shamba Darasa Imara na Ustadi (SADIFU) project in Iringa. This visit provided them with firsthand insights beyond written reports, allowing them to witness the project's real impact on communities.

Their engagement included:

- Interacting with VSLA members in Kinywang'anga (Iringa) and Ukomola (Njombe),
- Purchasing VSLA value-added products,
- Visiting FFBS demo plots with soybean, potatoes, and sunflower,
- Observing VSLA group operations, including the HEKIMA group's share-buying process,
- Tasting local African cuisine, including soybean ugali.

A key highlight was meeting Mary and her family, who have transformed their lives through VSLA participation—expanding their farming from 5 acres to 80 acres, rearing livestock, maintaining a fish pond, and adopting solar-powered irrigation.

Additionally, discussions with market linkage groups (E-Mazao, government staff, SUGECO, NMB, and others) explored ways to strengthen market access for soybean, potato, and sunflower farmers.







DMDP Secretariat Visits The Innovating Cashew Value Chain Project

As CARE Tanzania approaches the closure of the Innovating Cashew Value Chain Project supported by Danida Green Business Partnerships / Danida Market Development Partnerships, CARE Tanzania had the pleasure of hosting the DMDP Secretariat (Mr. Jakob Kjærtinge Faarbaek and Ms. Marie-Louise Appelquist) for a field visit to Mkinga, Tanga

This visit was a timely opportunity to showcase the project's impact in supporting women and youth through small-scale cashew processing, Village Savings and Loan Associations VSLAs, and strengthened market linkages with Duga AMCOS and Biotan Group Ltd.

During the visit, the Secretariat engaged directly with VSLA members and small-scale cashew processors, gaining firsthand insights into their successes, challenges, and aspirations. They also visited Biotan Group Ltd. factory in Mkuranga, a key project partner, to explore opportunities for enhancing market access and value addition for small-scale farmers.



The Global Affairs Canada Visits CARE Tanzania's Scaling Care Innovations Project

Adriana Romas, Senior International Development Officer for Global Affairs Canada, visited CARE Tanzania to gain firsthand insights into the Scaling Care Innovations project, which is funded by the International Development Research Centre (IDRC). During her first visit to Tanzania, Adriana explored the Farmer Field and Business School (FFBS) model through the Scale-Up FFBS project, focusing on how care considerations are being integrated.

Accompanied by CARE staff, she traveled to Malogosi, Igunda, and Mgama villages in Iringa DC, where she observed project activities, engaged with beneficiaries, and interacted with women participants. Adriana visited ten (10) Village Savings and Loan Association (VSLA) groups, where she witnessed the positive economic impact these groups have on empowering women and encouraging collective investment.

She was particularly impressed by the spirit of collective investment and the efforts of women entrepreneurs working to improve their economic status. Additionally, she praised CARE Tanzania's collaboration with the government, noting how such partnerships are crucial for ensuring sustainable community-level impact.





A visit from the Canadian Embassy

CARE Tanzania welcomed Mr. Marc LeBlanc, Senior International Development Officer at the Canadian Embassy in Tanzania as he visited CARE Tanzania projects implemented in the southern highland region. His visit marked a key step in laying the groundwork for the Her Resilience, Our Planet (HROP) project, funded by Global Affairs Canada.

The visit began with a courtesy call to the Regional Commissioner, reinforcina collaboration the Canadian Government. between CARE authorities Tanzania, and local strengthen climate resilience opportunities economic women youth.

In Tagamenda village, Mr. LeBlanc witnessed firsthand the transformative outcomes of CARE's Shamba Darasa Imara na Ustadi (SADIFU) and Scale Up-Farmers Field and Business School projects. He engaged with farmers and women's groups, applauding their innovation in agriculture and small-scale enterprises. Inspired by their efforts, he explored ways to align these initiatives with Her Resilience, Our Planet Project for greater impact.







Exploring Future Collaboration for Sustainable Impact





Forging Partnerships for Sustainable Agriculture and Community Resilience

The Executive Team welcomed Gabriel Rugalema, Associate Director General for Africa at the World Vegetable Center, and Colleta Ndunguru, Country Director for the World Vegetable Center, for a strategic discussion on future collaboration. Their visit focused on exploring opportunities to leverage resources and enhance the impact of CARE Tanzania's existing projects.

The engaging discussions laid the groundwork for potential partnerships that will drive sustainable agricultural solutions and strengthen community resilience

Harnessing Solar Energy to Empower Women in Tanzania

We also welcomed Ensol (T) Limited, a key player in the renewable energy sector, for a strategic discussion on leveraging solar energy to empower women in Tanzania.

The conversation focused on building future leaders by equipping young women with leadership skills and opportunities in the energy sector. Additionally, discussions explored ways to support smallholder farmers, especially women, with solar-powered irrigation to increase crop yields and improve incomes.







RESOLVE-NbS Project Partnership

We joined hands with other partners to implement the Scaling-up Nature-Based Solutions (RESOLVE) project, a three-year initiative (2025–2027) supported by Norad in partnership with IUCN. The project aims to help local communities in Morogoro and Iringa adopt Nature-Based Solutions (NbS) to mitigate climate change impacts on food systems and ecosystems.



SHE LEADS WITH CARE

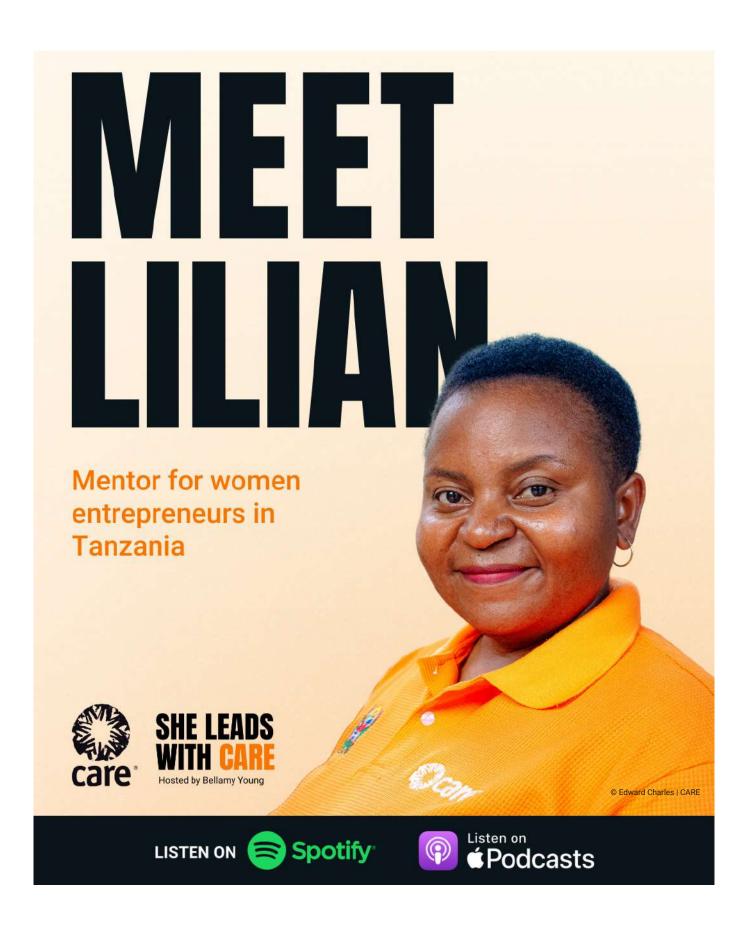
Hosted by Bellamy Young

She Leads with CARE is a limited podcast series hosted by actress and producer Bellamy Young. From Vietnam to Ukraine to Tanzania, community leaders share their life experiences to show how local empowerment programs are changing lives. In conversation with CARE, Young reflects on how her partnership with us has deepened her understanding of global inequality, resilience, and the transformative power of storytelling.

We're proud that our colleague, Lilian Mkusa from CARE Tanzania, is featured in this exciting podcast series by empowering young women and girls to reach their full potential while driving sustainable economic development.

Join Bellamy to learn about the difference we can make in our own lives – and the lives of those around us – when we care.

Learn More About The Podcast



Listen To Lilian's Story



Angelika Kitime's Journey to Economic Independence

How a mother, entrepreneur, and leader transformed her life through resilience and innovation.

Angelika Kitime, a 55-year-old widow from Mgama village in the Iringa region, has faced numerous challenges since the passing of her husband in 2009.

As a mother of eight children, three daughters and five sons, she has shouldered the immense responsibility of providing for her family despite hardships. Limited access to land, health issues, and financial constraints made survival difficult, often forcing her to prepare small, insufficient, and nutritionally inadequate meals and use bicycle grease as a substitute for skin oil.



A Turning Point: CARE Tanzania's Training Program:

In 2023, Angelika participated in CARE Tanzania's Scaling-Up Farmer and Field Business School (SU-FFBS) trainings, which provided her with valuable skills in entrepreneurship, savings and loans through VSLA groups, climate-smart agriculture, home gardening, and value addition for improved nutrition and income.

"I lacked knowledge in creating soybean flour, oil, spices, meat, and milk. After attending value addition and entrepreneurship training from CARE Tanzania, I now produce soybean products and supply them to villages and regions like Mbeya and Morogoro" Anjelika admits.

Agricultural and Financial Growth:

Before receiving Climate Smart Agriculture (CSA) training, Angelika cultivated three acres of soybeans in 2023, yielding 840kg valued at TZS 1,260,000 (US\$ 478.80) per year. However, after adopting climate-smart agricultural techniques in 2024, she cultivated only 1.05 acres and still harvested 840kg due to improved farming methods, with a total revenue of TZS 1,680,000 (US \$712.32).

With her increased income, Angelika was able to:

- Construct a safer house for her family.
- Purchase a goat, which has since multiplied to eight.
- Pay TZS 600,000 (US\$ 440) for her children's school fees per year.
- Establish a mobile money transaction point (MIXX, M-Pesa, and Airtel Money) and generate TZS 14,000 to TZS 19,000 (US\$ 5.53 US\$7.41) per day.
- Process and sell soybean products such as soybean tea, flour, oil, and milk for additional income.

"Now I can feed my family, pay school fees for my children and attend to all my family needs" Anjelika says.

Entrepreneurship and Leadership Success

Angelika's entrepreneurial journey expanded beyond farming. With business skills from the program, she increased her poultry stock from 5 to 40 chicken, ensuring both nutrition and additional income. Her monthly earnings rose from TZS 3,000 (US \$1.14) to TZS 210,000 (US\$ 79.79), enabling her to save in three different VSLA groups:

- Tushirikane Group: TZS 35,000 (US\$ 13.82) per week
- Tutange Group: TZS 22,000 (US\$ 8.58) per week
- Tupendane Group: TZS 5,000 (US\$ 2.00) per week

Using her savings, Angelika purchased three additional acres of farmland and diversified her crops, growing maize, beans, sunflower, and soybeans to further strengthen her income.

Health, Community Service, and Women's Empowerment

Beyond economic success, Angelika found personal healing and a new purpose. She used soybeans for massage therapy to relieve chronic back pain and incorporated them into her meals to manage her ulcers. Her improved well-being and knowledge led her to become a Community Health Worker (CHW) in her village. She now provides trainings on nutrition, sanitation, and home gardening, ensuring that pregnant and breastfeeding women benefit from soybean products to enhance their health.

"I used to struggle with public speaking and believed that successful women were often dishonest. But after leadership training from CARE Tanzania, I gained the confidence to stand for a local position. Now, I proudly serve as the Women's Secretary in my community," Angelika shares.



Angelika's journey from hardship to empowerment is a testament to the impact of skills training, resilience, and community support. Through CARE Tanzania's Scale Up Farmers Field and Business School project, she has not only secured a better future for her family but also emerged as a leader and role model in her village and other villages.

Explore more stories



Transforming Patriarchal Norms: The story of Ostia Elasto Mkalama

Ostia Mkalama, a farmer from Singida, Tanzania, transformed his traditional views on women and girls roles after participating in the Diageo Small Holder Farmers Community Engagement project. Once excluding his wife from key decisions, he now partners with her to improve their livelihood and support their daughters' empowerment, setting an example for positive change in his community.

Read more



"Solidarity is everything" - Christina Kayala

This is how Christina Kayala, a spice farmer from Lutindi, a tea growing area in northeastern Tanzania, summarizes the role that her group spice processing enterprise has played in her own life and livelihood.

Read more



How a School Garden Transformed Igwachanya Primary School

At first, the idea of a school garden at Igwachanya Primary School seemed impractical. Students spent hours walking long distances to fetch irrigation water, leaving them exhausted and with little time for learning. But what started as a small initiative soon blossomed into something far greater improving not only student nutrition but also academic performance and economic opportunities for the school.

Read more

Thank You Note



As we wrap up the first quarter of the year, we extend our heartfelt thanks to all our partners, supporters, and community members. Your continued engagement and commitment fuel our progress and inspire us to aim higher each day. We look forward to the months ahead, filled with new opportunities to grow, learn, and create impact—together.

With gratitude,

CARE Tanzania Team

