

Putting the  
**Future**  
*in* **HER**  
**Hands**

*The Endowment  
Campaign to  
Educate and Empower  
Tanzanian Girls*

**PHASE 2**

**Nurturing  
Minds**

**Educating Tanzanian Girls**



**Phase 1:** \$5 million in gifts and pledges raised. Completed June 2021

**Phase 2:** Goal to raise an additional \$5 million in gifts and pledges by **December 2024**

Nurturing Minds' endowment campaign, Putting the Future in Her Hands, has set an overall goal of raising \$10 million which will give vulnerable Tanzanian girls in perpetuity a place to gain the education, life skills and confidence a girl needs to break the cycle of poverty, support herself financially and become a leader in her community.



# What defines **SUCCESS?**

- Decreased Teen Pregnancy Rate**
- Increased High School Graduation Rate**
- Increased University Graduation Rate**
- Increased Employment Rate**
- Increased Standard of Living**

*By the time a girl graduates from SEGA she will know and be able to state her rights; have practiced assertive communication skills with the opposite sex; have opened a savings account; have developed a business plan and spent at least 100 hours in operating a small business; know how to use a computer and navigate the internet, have planted and maintained an organic garden; have given back to others, contributing her time to a local orphanage and home for the disabled and elderly; and have the necessary academic credentials and a continued education plan for her future.*

## The **CHALLENGES**

Only 30% of girls in Tanzania attend secondary school. Poverty forces many girls to drop out of school resulting in early marriage and teen pregnancy. Tanzania has one of the world's highest teenage marriage rates with 37% of girls marrying before the age of 18 (*Girls Not Brides*) and teen pregnancy rates with 121 births/1,000 girls age 15-19 (*World Bank*).

*A poor Tanzanian girl faces tremendous barriers to success:*

- School fees
- Sexual harassment
- Hunger and food insecurity
- Illness and lack of access to healthcare
- No electricity or running water
- Caring for siblings and sick relatives
- Housework

# Here's how **YOU** can help us put the future in **HER** hands . . .

## The **SOLUTION**

**Quality Education**



**Delayed Pregnancy**



**Income Opportunities**



**Improved Standard of Living**

*(healthcare, food security & housing)*

*Nurturing Minds is providing these solutions.*

**With a 100% pass rate and a 99%**

**student retention rate**, the SEGA Girls' School educates over 270 girls from 25 villages each year with 100% going on to advanced education, Nurturing Minds and SEGA have a proven track record.

**Nurturing Minds needs your help** to become a model school educating vulnerable girls, and to scale SEGA's programs to empower hundreds of other at-risk girls throughout Tanzania.

**By making a significant contribution to the endowment campaign, we can increase the standard of living of more vulnerable girls.**

# SEGA's Holistic Approach to TRANSFORMING Lives

Supported by its long-term vision for financial sustainability through income generating businesses, paying students and the endowment.



### Modern Girl Community Outreach

- Reproductive health education
- Communication skills and human rights
- Financial literacy
- Entrepreneurship training



### Career Development and Continuing Education Scholarships

- Higher education placement
- Internships
- Job placement
- Scholarships



### Environmental Sustainability

- Organic gardening
- Solar powered campus
- Rainwater catchment
- Recycled water for gardens



### Entrepreneurship

- Business strategy
- Tourism & hospitality
- Computer skills

### The SEGA Girls' School

A model school with high-level academics including STEM and excellent infrastructure

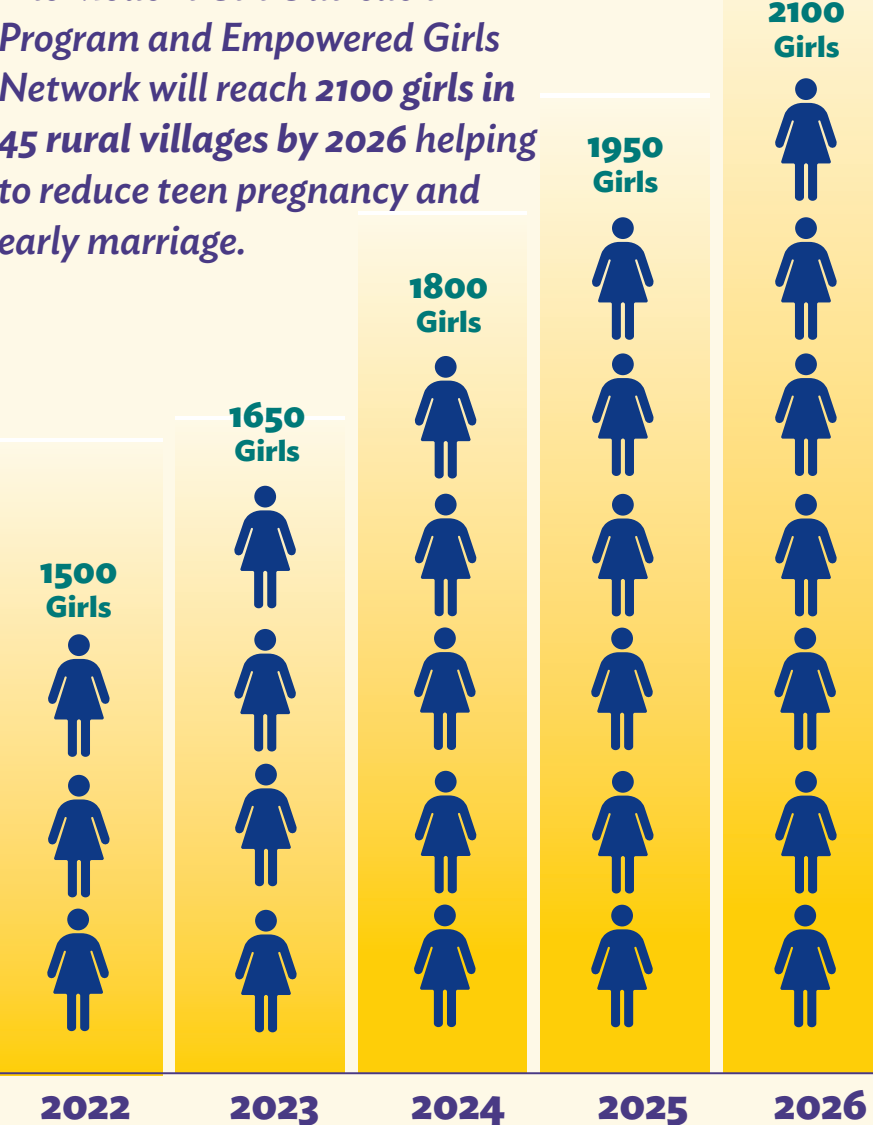


### Life Skills & Leadership

- Sexual reproductive health
- Human rights
- Communication skills
- Financial literacy

## SCALING OUR IMPACT into many communities

The Modern Girl Outreach Program and Empowered Girls Network will reach 2100 girls in 45 rural villages by 2026 helping to reduce teen pregnancy and early marriage.



# Our PROGRESS



First Dorm and Classroom



Water Tower



On-campus shop



Organic Garden



Computer Lab



Solar Panels

## 2007

- Attained 23 acres of land in Morogoro, Tanzania
- Formed the SEGA non-profit organization

## 2008

- 7 acres donated to SEGA by community
- Nurturing Minds received non-profit status in US
- First 30 girls enrolled at SEGA in borrowed classroom

## 2009

- First dormitory and classroom built on campus
- Well and water tower with a solar-powered pump constructed

## 2010

- 28 boarders and 30 day students began
- Installed first solar panels and batteries
- Second classroom block, a small solar-powered computer room & a dining pavilion built

## 2011

- A grant from **USAID/ASHA** funds additional classrooms, dorms and staff houses
- School run businesses developed with **Foundation Paraguaya** provide training for students and school funding

## 2012

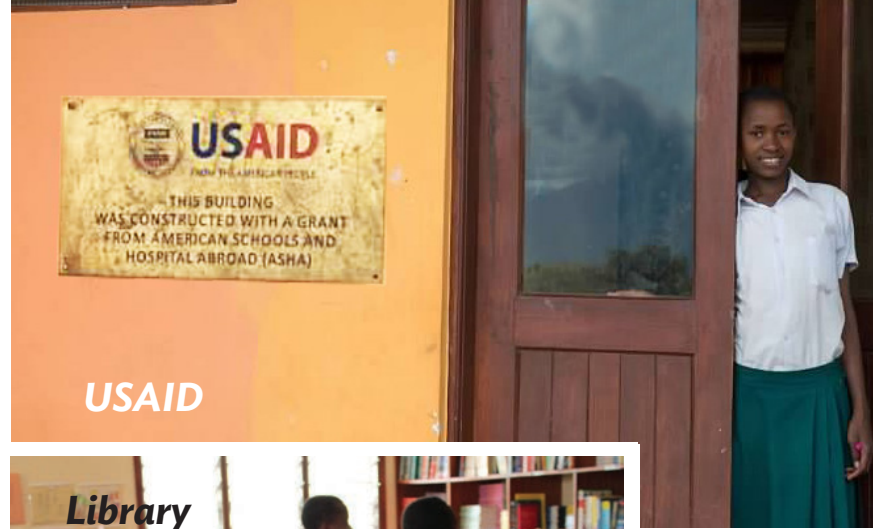
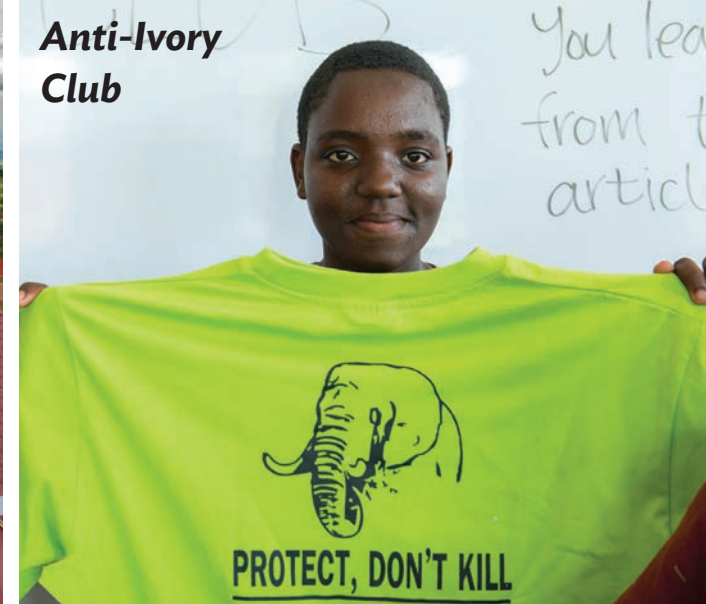
- 148 students boarding
- Launched our first school-run business, a poultry farm
- Installed a rainwater capture system

## 2013

- \$1 million grant by **USAID/ASHA** for dorms, staff houses, infirmary, building with laboratories, library & computer suite
- 180 students boarding
- SEGA graduated first class of secondary students!

## 2014

- Installed solar panels and batteries on new buildings
- 5 students attend first East African Girls' Leadership Summit in Kenya
- Career Development Program started with internships & scholarships for continuing education

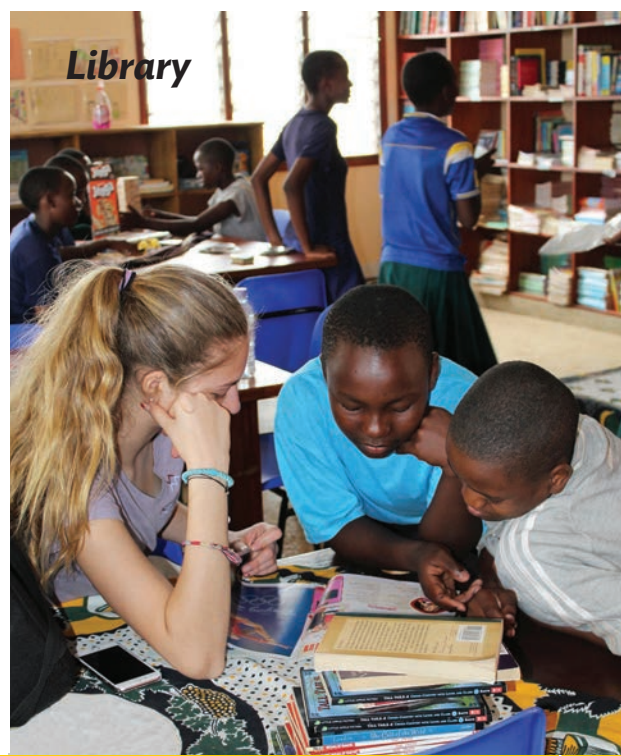


SEGA Campus

Anti-Ivory Club

USAID

Career Advancement



Graduation

Science

Library

Tourism

**2015**

**2016**

**2017**

**2018**

**2019**

**2020**

- SEGA Lodge opened to house short-term volunteers & visitors
- SEGA was awarded the title of **“Ashoka Changemaker School”**
- The English Fluency Program started with 14 U.S. teachers and volunteers
- Study Abroad Program started to bring SEGA students to U.S. for 5 weeks

- SEGA students reach 100% pass rate
- New Modern Girl Community Outreach Program in rural communities started to teach life skills in communities across Tanzania
- New Tourism Operations Program started to train girls in hospitality and generate income

- The Community Outreach Program expands to reach 200 girls
- Kitchen renovated, second water cistern constructed and new solar panels and batteries installed
- Student-led newsletter launched highlighting life at SEGA through the students’ eyes

- 5 SEGA graduates are accepted into University
- The SEGA Lodge makes over \$30,000 in profit, bringing SEGA closer to its goal of self-sufficiency
- SEGA and Nurturing Minds celebrate 10 years of educating and empowering Tanzanian girls

- First longitudinal impact study of SEGA graduates conducted
- The Modern Girl Community Outreach Program expands to reach 450 girls
- Form 4 national exam results show 7 students receiving Division 1, the highest grade possible, and no students failing

- Ranked in the top 7% of schools nationally
- Form 4 achieves highest national exam results to date despite a 3.5 month closure due to COVID, with 15 students receiving Division 1 and no students failing
- Successful implementation of COVID interventions, 100% of staff and students remained healthy

# What does **SUCCESS** Look Like?

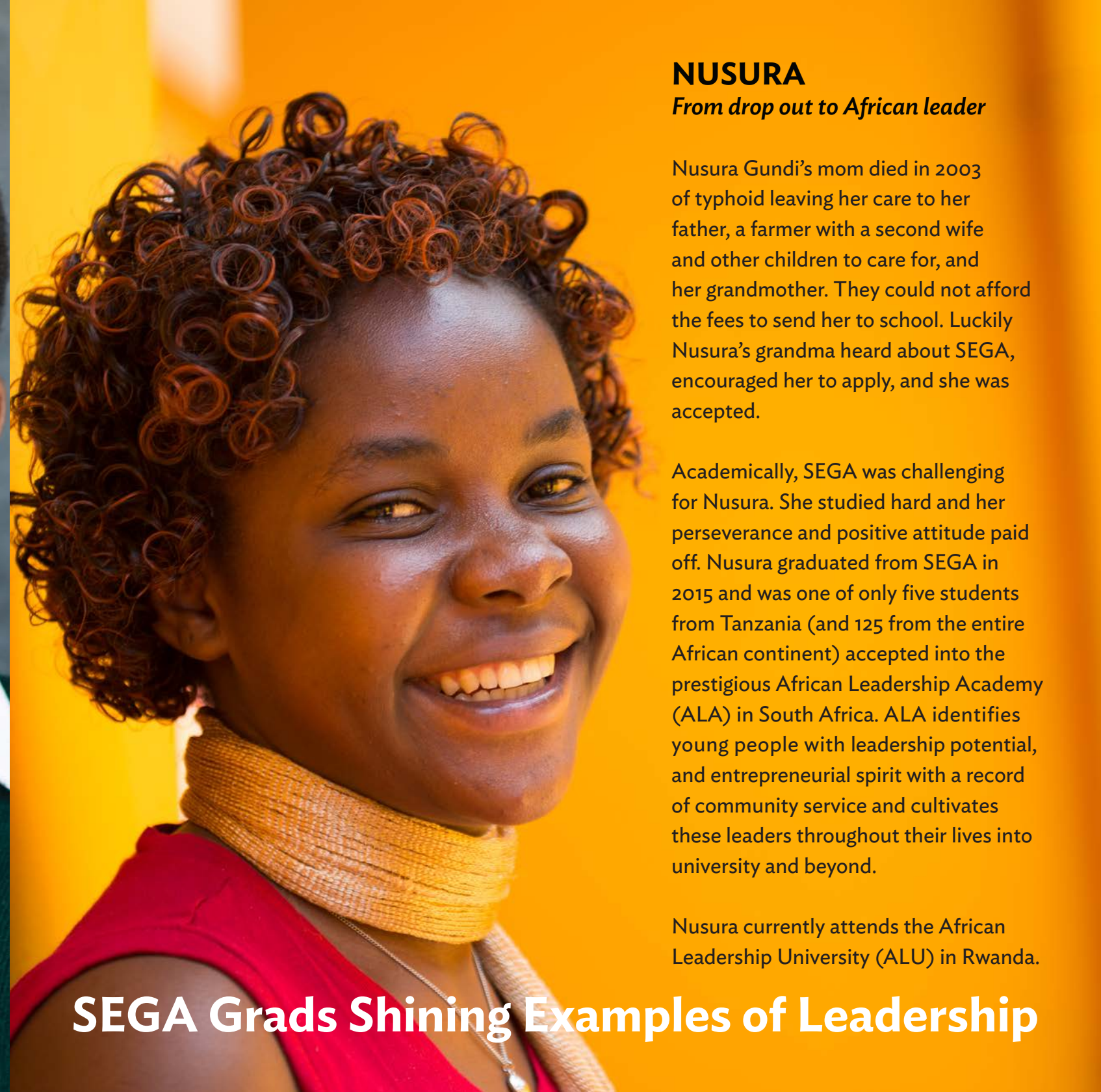
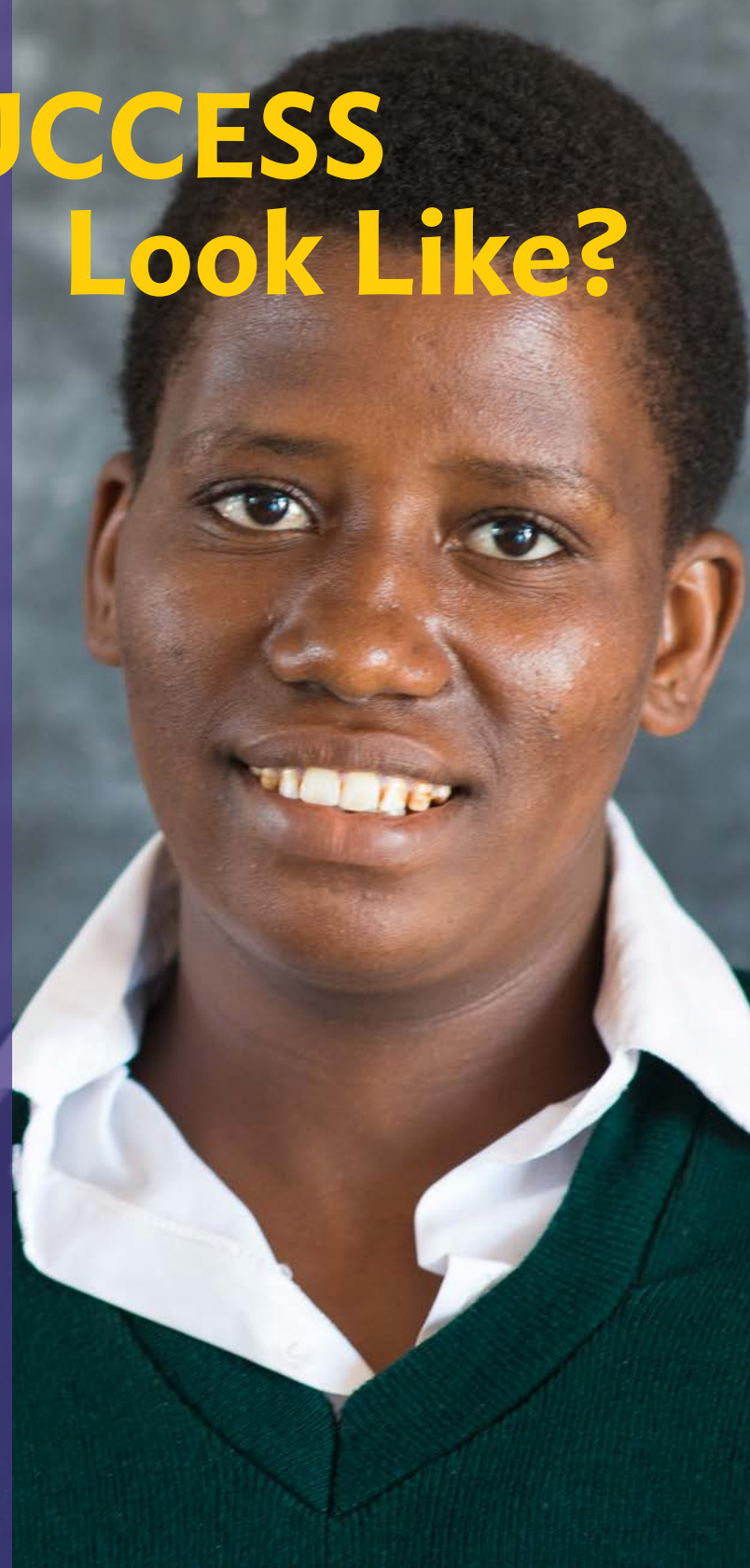
## **AGNES**

*From teenage mother to business woman*

Agnes' story is one of challenge and triumph. With a scholarship from The Foundation For Tomorrow, she attended a school in Arusha. She was 16 at the time and had no knowledge of English, the language used for all secondary school classes. Her first year was marked with the hurdles of English comprehension and difficulties in her classwork. Adding to Agnes' challenges was that she became pregnant.

The Foundation for Tomorrow approached SEGA about Agnes' dilemma and she was accepted to SEGA post-pregnancy. Agnes took advantage of all SEGA had to offer in academics and entrepreneurship and took particular interest in the Business Club. She graduated from SEGA and pursued a vocational track where she trained in tailoring and beading skills.

Today, Agnes has a thriving tailoring business that creates hand bags that are sold throughout Arusha. She has been successful in securing steady streams of business. Agnes has diversified her skill set, trains and employs others, and has grown her business through the addition of new sewing machines, designs, and products. She has been able to build a house for her daughter and herself, and is a well-respected member of her community.



## **NUSURA**

*From drop out to African leader*

Nusura Gundi's mom died in 2003 of typhoid leaving her care to her father, a farmer with a second wife and other children to care for, and her grandmother. They could not afford the fees to send her to school. Luckily Nusura's grandma heard about SEGA, encouraged her to apply, and she was accepted.

Academically, SEGA was challenging for Nusura. She studied hard and her perseverance and positive attitude paid off. Nusura graduated from SEGA in 2015 and was one of only five students from Tanzania (and 125 from the entire African continent) accepted into the prestigious African Leadership Academy (ALA) in South Africa. ALA identifies young people with leadership potential, and entrepreneurial spirit with a record of community service and cultivates these leaders throughout their lives into university and beyond.

Nusura currently attends the African Leadership University (ALU) in Rwanda.

**SEGA Grads Shining Examples of Leadership**



# The Endowment Campaign to EDUCATE and EMPOWER Tanzanian Girls

## WHAT WILL SEGA LOOK LIKE IN 2026?

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*This Campaign will enable Nurturing Minds and SEGA to offer opportunities to hundreds of girls. Help us reach these goals:*

**300+** students on campus

**2100** girls in 45 rural villages mentored and trained in life skills and health

**100%** of students employed after completing advanced degrees

**60** girls per year trained in tourism operations and hospitality industry

**267** students receiving continuing education scholarships annually

- **51** to junior colleges and certificates in teaching, nursing, business, non-profit management, etc.
- **96** to support A-Level education (Form V & VI)
- **120** to university

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## SEGA named only ASHOKA Changemaker School in Tanzania

Being named a Changemaker School recognizes SEGA's successful commitment to providing an innovative education and to changing the lives of its underprivileged students. SEGA and its students are leading the way for change in Tanzania, creating a model school for teaching leadership, academics, social entrepreneurship, and environmental stewardship.

*As a developing country with a 5.8% growth rate, Tanzania needs an educated, skilled workforce. SEGA will provide a pipeline of qualified, educated, and dedicated employees to help meet the country's needs and help drive this fast-growing economy.*

# Nurturing Minds

## ENDOW A STUDENT SCHOLARSHIP



# Naming Opportunities

## ON THE SEGA GIRLS' SCHOOL CAMPUS

<b>\$1 million</b>	SEGA Lodge	<b>\$50,000</b>	Computer Lab
<b>\$500,000</b>	Multi-Purpose Building	<b>\$50,000</b>	Staff Office
<b>\$250,000</b>	Multi-Unit Volunteer House	<b>\$50,000</b>	Art Room
<b>\$150,000</b>	Head Mistress House	<b>\$50,000</b>	Science Lab #1
<b>\$150,000</b>	Large Dormitory (46 beds)	<b>\$50,000</b>	Science Lab #2
<b>\$150,000</b>	Large Dormitory (46 beds)	<b>NAMED</b>	Library
<b>\$150,000</b>	Large Dormitory (46 beds)	<b>\$50,000</b>	Classroom
<b>\$100,000</b>	Dormitory (32 beds)	<b>\$50,000</b>	Staff House
<b>\$100,000</b>	Dormitory (32 beds)	<b>\$50,000</b>	Staff House
<b>\$100,000</b>	Dormitory (32 beds)	<b>\$25,000</b>	Laundry
<b>NAMED</b>	Large Classroom Block	<b>\$25,000</b>	Kitchen Addition
<b>\$100,000</b>	Volunteer House	<b>\$25,000</b>	Water Tower and Pump
<b>\$100,000</b>	Staff House	<b>NAMED</b>	Morning Assembly Area
<b>NAMED</b>	Multi-purpose Hall (conference Room)	<b>NAMED</b>	Netball Court
<b>NAMED</b>	Infirmery and Nurse's quarters		
<b>\$100,000</b>	Staff House		
<b>\$100,000</b>	Cistern		

Please email us at [info@nurturingmindsinafrica.org](mailto:info@nurturingmindsinafrica.org) for an updated list of naming opportunities.

### There are two levels of endowed scholarships:

#### TREE OF KNOWLEDGE

**\$50,000 or more over 5 years**

5% return will provide \$2,500/year

You are the sole sponsor of a student. Your support covers the full cost of educating a girl.

#### At both levels you receive

- A personalized connection with a student
- Student biography and photo
- Academic updates twice a year
- At least 2 letters annually from your student

#### SCHOLARSHIP LEVEL

**\$15,000 or more over 5 years**

5% return will provide \$750/year

At this level, there are up to four sponsors per student.

By endowing one or more student scholarships, you can see the immediate benefits your endowment gift has in providing assistance for a quality education and a pathway out of poverty. Each \$50,000 gift provides a full scholarship to a student each year and each \$15,000 gift provides a partial scholarship to a student each year, in perpetuity.

You will be connected with a student to follow her progress while at SEGA.





## The Road Ahead: 5 YEAR STRATEGIC PLAN

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*Financial sustainability gives Nurturing Minds and SEGA the ability to create and expand important programs that will have a deeper and wider impact on adolescent girls' lives.*

*Here are some of our bold new initiatives:*

- Create a **Business Development Fund** for SEGA and Modern Girl program graduates starting or growing their own businesses.
- Create a **local marketplace** which offers training to young entrepreneurs to help improve and sell their products.
- Increase the number of **Continuing Education Scholarships** for SEGA's growing number of graduates.
- Develop a post-Form IV **Vocational Training Program** on SEGA's campus.
- Tackle **sexual harassment and violence against women** through training and advocacy.

# Make a major GIFT today: you will TRANSFORM these girls' lives



*Thank you for giving the most transformative gift possible – quality education in a safe environment – to vulnerable girls in Tanzania. Imagine a 12 year old girl from a remote community, heading for early pregnancy, a life of subservience and endless domestic chores. Now instead, she is given a chance to develop her mind and sense of self in the world and plan her future. She emerges confident and aware. She has a secondary education and her gateway to the world is now open.... thanks to you.*

*–Polly Dolan, Co-founder*

## SEGA'S Impact: YOU CAN MAKE A DIFFERENCE TODAY

*To expand the number of girls and programs, SEGA needs long term funding to invest in its continued growth.*

### ENDOWMENT CAMPAIGN GOALS

**\$10 million:** Raised by 2024 to create a stable funding channel for SEGA long-term

**Endowment Funds:** Managed by UBS Financial Services

**Seeking:** 5 year pledges, life income gifts, bequests, and 1 time gifts

**\$2.2 million:** Total of 4 large grants from USAID

**\$150 thousand:<sup>+</sup>** In-kind donations since 2012 including solar panels, uniforms & books

**1000's** of hours in pro-bono support in construction, legal, academic, marketing, fundraising, governance, finance, and strategic planning.

### SEGA'S INITIATIVES and IMPACT

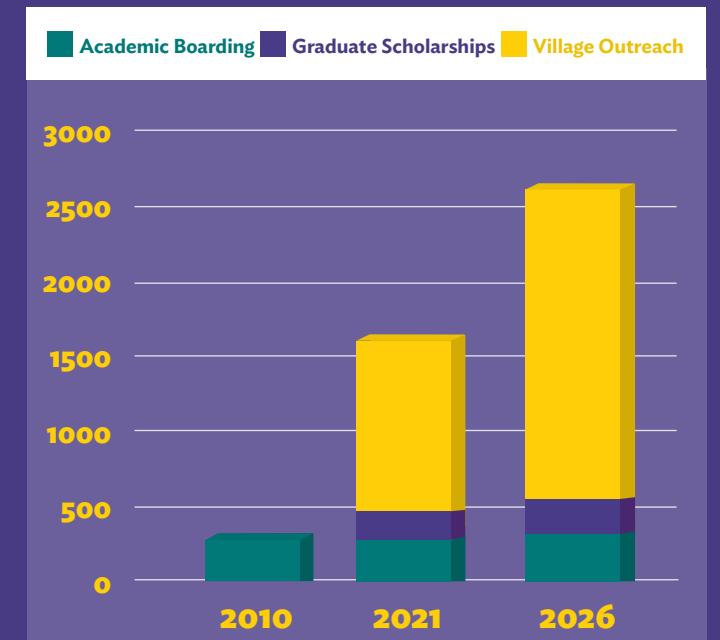
**2,667** total girls impacted per year by 2026

**99%** student retention rate

**100%** pass rate

**Graduate Pathways:** University, A-Levels, and Diplomas in: Nursing, Teaching, Business, Non-Profit Management, Small Business Start-Up & Internships

**\$1.4 million:** Current budget has been operationally positive since school was founded in 2008





There's just one way this extraordinary vision of educating and **EMPOWERING TANZANIAN GIRLS** will become a reality – and that's if you **JOIN US** in putting the future in her hands.

**NURTURING MINDS (NM) MISSION**

Our mission is to support quality education, life skills, and entrepreneurship to help vulnerable girls in Tanzania become leaders in their communities.

*Thank you for sharing our vision*

▣ **MISSION** ▣

**SHARED VISION**

To create a financially self-sustaining model school for educating vulnerable Tanzanian girls.

**SEGA MISSION**

With a particular focus on vulnerable girls, SEGA educates and equips bright Tanzanian girls with academic, leadership, and business skills to unleash their individual talents and reach their full potential.

*Change our World, Educate a Girl*

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*Nurturing Minds, Inc. is a registered 501(c)(3) nonprofit organization. EIN: 20-8870624*