

To My Investors and Supporters,

I hope you are well and gearing up for the holidays! I am checking in to let you know how the first half of my time in Tabora has been going. As the final year of the project wraps up, I want to give you some strategic insight about my work these past few months.

Included here are some highlights from the project's activities, an analysis of our goals and metrics, and a breakdown of our budget and expenditures. Note the general explanations of the 2Seeds Network and the Tabora Project, as well.

Please continue to follow the Tabora Project and join our Partners on the journey to *Maisha Bora*, the Good Life.

Thank you again for your generosity and support.

Yours truly,

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2Seeds Network

As you probably recall, 2Seeds Network is a US-based 501(c)(3) nonprofit working in the Korogwe District, the Handeni District, and Dar es Salaam, Tanzania. 2Seeds leverages the innovative spirit and leadership capabilities of young adults from across the world in order to incubate community based, self-sustaining, interdependent projects in Tanzania.

The 2Seeds Network believes that [developing human capital](#) is the key to catalyzing economic growth within extremely poor communities. Guided by our values, we are creating [a network](#) of independent yet interconnected agricultural development projects built on deep partnerships within and across communities. We strive to create environments in which people can achieve their full potential and solve problems together.

Tabora Project

My work here revolves around the Tabora Project, which was started in 2011.

Tabora is an old sisal village in the burning plains of Korogwe, surrounded by sparse grasslands and winding dirt paths. After independence in 1961 and with the introduction of synthetic fibers, the sisal industry collapsed. The village's source of income evaporated and farmers were left in an unforgiving environment, struggling to adequately feed their families. Much has changed since then, but farmers in Tabora today still struggle to make ends meet, planting staple crops that wither in the heat. Too often, with extremely limited incomes, they must make a choice between having enough food to eat and having nutritious food.

The purpose of the Tabora Project is to increase the amount and diversity of foods available to children in the community of Tabora and to increase the awareness and education of community members to use food as a means for health. To achieve this, the project focuses on a group of mothers and businesswomen running a collective food processing business in order to generate the income necessary to work towards food stability and more nutritious diets for their families.

This group of eight women makes various products, such as potato chips and candied peanuts, to sell in Tabora, Korogwe and Dar es Salaam, accessing premium prices with the help of connections across the 2Seeds Network. As the business grows, they are expanding production to include more innovate and nutritious products, such as nutritious flour and dried local fruits and vegetables. The group also stores these dried fruits and vegetables at home to consume during times of scarcity, to ensure that they have a source of healthy food year-round.

Through the business, the women earn a steady income, learn business and management skills, and build their confidence, competence, and leadership capacity, as they strive to achieve their goals and better their futures.

Purpose

The purpose of the Tabora Project is to increase the amount and diversity of foods available to children in the community of Tabora and to increase the awareness and education of community members to use food as a means for health.

Mission

The mission of the Tabora Project connects a group of caretakers, those primarily in charge of cooking and feeding children, with local experts and facilitates trainings related to food security and nutrition.

Vision

The project's vision is a Tabora of family providers that use critical thinking and management skills to ensure proper nutrition for their children. The project also envisions a strong group of female entrepreneurs running a successful business and extending the impact of wise decision making to all aspects of their lives.

Impact

- Tabora in total:
 - Total inhabitants: 1489 people
 - Inhabitants able to work: 541 people
- 2Seeds in Tabora:
 - **Total: 12 households**
 - Number of women in the production group: 8
 - Number of adjacent members in the production group: 1
 - Number of experts: 1
 - Number of support partners: 2
- 2Seeds direct impact, currently: ~72 people (5% of community)



2015 – 2016 Project Activities

Since my arrival, my partners have endured some substantial changes in their business. All the changes have been taken with stride and are strategic stepping-stones toward self-sustainability. I believe that the business is on a path for continued success and I want to share some of the highlights of the project as well as the challenges I've faced.

Project Highlights

- **Storage Room.** We have filled the storage room with a bench, table, and storage bins. This has created space for more efficient assembly line during the production process and it has allowed for our products to be stored effectively. With the new supplies, responsibilities within the group have shifted and have required a bit of micromanaging to ensure items are being weighed and properly accounted for.
- **Profit Calculation.** We're making solid profits! While the first month we had a loss, the past two months we have had significant improvements. The amount of oil we had been using was exponentially high, we've been able to cut our usage down by almost half and as a result, we've been able to increase our profit margins.
- **Departments.** There were a few loose strings in operations so we established departments that have clearly defined each member's roles within the business. We now have the following departments; Finance, Production, Purchasing, and Markets, Sales and Customer Relations. The departments have enabled the Partners to have a more defined routine on cooking days allowing more multi-tasking and forward thinking to take place. The successes of the new departments were immediately shown when we were able to finish a full cooking day before sundown.
- **Capacity Building.** The new departments have pushed the Partners to think more strategically about the various processes that need to be managed well in order to have the



business run smoothly. For example, our Production and Purchasing departments have been working to more diligently record our inputs and estimate amounts needed to fill an order. As for the Markets, Sales and Customer Relations Department, Mama Tabia is working toward managing payments more effectively and strategizing ways to reach new markets. I have seen some very impressive mental math calculations and partners assisting one another in various new tasks to ensure that they are carried out accurately.

Challenges Facing the Project

- **Commitment to New Systems.** Shortly after introducing the new departments and production systems, the group did not appear to believe or trust that they could make the business more efficient and profitable. They were hesitant to commit to a system where three group members would be responsible for measuring and recording inputs while the other five cooked throughout the day. This led to them reverting back to their original habits of cooking without precise measurements and not following a strategy to produce and deliver the orders. After a long meeting where we emphasized the importance of trying the new systems, seeing the results and then assessing reservations later, we've seen improvements.
- **New Kitchen Construction.** Originally we were hoping to start and finish construction of the new kitchen this month. However, implementing, perfecting and adjusting to the new production systems has taken more time than we anticipated. The group's reluctance to fully commit to giving these new systems a try has set us back; however, perfecting the systems is only one piece of professionalizing the business. An enhanced cooking facility is also needed to perfect business operations and, now that the Partners are becoming more comfortable in their roles, we plan to start construction by the end of this month. Stay tuned for updates!
- **Routinizing Orders.** Many buyers will call at the end of the week with urgency to get their orders in the following day. However we are trying to standardize our order system by having orders taken on Mondays and Tuesdays, and cooking Wednesday through Friday. The challenge is to work with our buyers to have them thinking ahead and solidifying their ordering schedule each week.
- **Unreliable Transportation.** We have great *piki piki* (motorcycle) drivers with whom we work to transport our products to Korogwe. However, we have introduced a new system for them as well, where we will pay a sum at the end of each month. The benefits of a payment plan will hopefully reduce room for error if records are kept organized and are filled out diligently. They have expressed reservations with the new system because they have to pay rent on their vehicles, but we've agreed to try for at least two months and we'll reassess the system after.

Overall

Through our ups and downs, my Partners and I have stayed positive and hopeful. We trust one another, learn from one another, and recognize what an excellent opportunity for exchange this experience is. In Swahili, we say "*Wanawake wanaweza!*" meaning "Woman can do it!" This is a message I've taken to heart.

Project Finances

As you may recall, all of the funds covering project operations and our costs of living here in Tanzania were generously donated by investors like you.



My initial goal was to raise \$8,000. As of November 19, 2015, I've raised \$9,803. This is 122% of my goal.

Although I have met my fundraising goal, that does not mean I cannot continue to raise funds for the Tabora Project. I am grateful that you have trusted me with your contribution in the past, and I want to emphasize that every donation, no matter the size, makes an important difference in the work that is being done with our Partners.

Financial Accountability

Financial accountability is a cornerstone of our project work. During each of our monthly meetings with my fellow PCs, I check my numbers with my financial accountability partner. We compare pricing and expense trends, and ensure we are on the right track.

Every month, I budget my funds and track my expenses. This is useful not only to see where my money has gone, but also as a tool to project my status through the coming months for the rest of my time in Tanzania.

To give you an idea about where your invested money has been used so far, here are a few of my major expense categories. We've included sums from when I arrived through November, monthly averages, plus my forecasts through March 2016 (the end of my commitment here).

Project-Related Expenses

Category	Year to Date	Monthly Average	Forecast through March, 2016	Forecasted Total
Project Training	\$ 0.00	\$ 0.00	\$ 50.00	\$ 50.00
Project Travel	\$ 71.43	\$ 23.81	\$ 80.00	\$ 150.00
Project Supplies	\$ 273.00	\$ 91	\$ 800.00	\$ 1,000.00
Project Investments	\$ 441.00	\$ 146.00	\$ 3,568.00	\$ 4,000.00
Total	\$ 785.43	\$ 260.81	\$ 4,498.00	\$5,544.24

PC Living Expenses

Category	Year to Date	Monthly Average	Forecast through March, 2016	Year Total
PC Food	\$ 97	\$32.33	\$100	\$195
PC Transportation	\$72	\$24	\$52	\$100
PC Occupancy & Rent	\$265	\$83.33	\$40	\$318
PC Telephone & Net	\$80	\$26.66	\$50	\$100
PC Supplies	\$46	\$15.33	\$20	\$35
Total	\$560	\$181.65	\$262	\$1,003.65

Other Major Expenses

Category	Total
Round Trip Airfare	\$1,398.40
Supplemental Airfare	\$0.00
Visas	\$100.00
Vacations	\$0.00
Insurance	\$304.04
Vaccinations	\$467.00
Total	\$2,269.44

If you are interested in seeing a more detailed breakdown of my project expenses, personal expenses, and budgets, do not hesitate to ask. The numbers above have been consolidated and simplified for the purposes of this report.

Monitoring & Evaluation: Goals & Metrics

Goals and metrics provide shared focus, structure, and motivation to everyone engaged in the development of 2Seeds projects. This includes my local Partners, my 2Seeds colleagues, and myself. My project goals are the guideposts that direct me towards the fulfillment of my projects' missions, and realization of my projects' visions. I use the 2Seeds monitoring and evaluation model to set goals and track metrics.

This August, 2Seeds worked with Project Partners to set Network-Wide Metrics to measure progress towards the self-sustainability of each business. These measurements of profitability, personnel power, and professionalization guide our work through the 2015 - 2016 year in setting our Partners up to continue business operations independently.

Business Goals

Group Revenue

Goal	August	September		October		Average	
TZS/month	TZS/month	TZS/month	% Change	TZS/month	% Change	TZS/month	% Change
1,200,000	1,321,400	1,631,200	23.44%	1,480,000	-9%	1,477,533	.14%
Status: The group revenue goals are being met each month with stride.							

Group Profit

Goal	August	September		October		Average	
TZS/month	TZS/month	TZS/month	% Change	TZS/month	% Change	TZS/month	% Change
400,000	102,623	459,456	77%	526,015	14%	326,6985	45.5%
Status: Inputs have been reduced greatly resulting in strong increases in profit.							

Dollar-a-Day (2,500 TZS/day)

Goal	August	September		October		Average	
# of Partners	# of Partners	# of Partners	% Change	# of Partners	% Change	# of Partners	% Change
5	0	2	N/A	3	50%	1.6	N/A
Status: With steady increases in profits, I'm hoping more Partners will be able to reach our goal.							

Production

Goal	August	September		October		Average	
Bags/month	Bags/month	Bags/month	% Change	Bags/month	% Change	Bags/month	% Change
2,000	1,864	2,409	29%	1,955	-19%	2,076	5%
Status: Our orders have been fairly consistent in the past few months, averaging over 2,000 bags.							

Savings Deposit

Goal	August	September		October		Average	
TZS/month	TZS/month	TZS/month	% Change	TZS/month	% Change	TZS/month	% Change
150,000	30,789	137,837	348%	157,805	3%	108,809	1.81%
Status:	Our <i>Akiba</i> is filling up! The bank account will be opened this month.						

Savings Balance

Goal	August	September		October		Average	
TZS	TZS	TZS	% Change	TZS	% Change	TZS	% Change
2,000,000	2,501,650	2,639,487	6%	2,727,291	3%	2,614,470	.04%
Status:	With over \$1,200 in our savings, there is much to be celebrated.						

Personnel Goals

We are also working to improve business operations by building the capacity of our Partners in their roles. Here are a few updates on our work together with key Partners.

- **Mama Mwaliko—Head of Production Department:** *Mama Mwaliko is in charge of all estimations at the beginning of the cooking shifts. She thinks fast and is able to configure the predictions with ease. She oversees the production team and she is responsible for ensuring that all products are packaged efficiently.*
- **Mama Agi—Head of Purchasing Department:** *Mama Agi is in charge of weighing all the inputs and purchasing. She's been extremely diligent about recording all inputs used and helps Mama Mwaliko at the end of the shift measure the remaining supplies. She is responsible for overseeing the business' inventory and she arranges for supplies to be purchased on a bi-monthly basis.*
- **Mama Tabia—Head of Markets, Sales & Customer Relations Department:** *Mama Tabia is the business' sales coordinator and she is responsible for receiving all orders from buyers, transporting products, and collecting and recording payments. While it has taken her some practice to fill out her record books, she's been diligent about recording everything while simultaneously sending 'invoices' to the buyers and recording received payments.*

Professionalization Goals

The final focus of our yearly goals is to professionalize the business through the following means:

Input Planning and Purchasing System

Mama Agi and Mama Mudi are in charge of recording all the inputs used during the shift and giving that information to Mama Mwaliko at the end of the shift to record in her book. Additionally, all inputs are purchased twice a month on Tuesday mornings.

System to Monitor Product Quality

Mama Mwaliko is the Head of the Production Department who is the primary person responsible for monitoring product quality by weighing and packaging the products. However, the production team is acutely aware of what kind of quality we're looking for and we plan to increasing their capacity to ensure the best quality consistently.

Systematized Plan to Transport Products

Mama Asha is in charge of recording all the trips that are taken by our drivers. Additionally she is to pay them in full at the end of each month. We are still working on a more solidified system to transport and receive payments for our market in Dar es Salaam.

Financial System to Support the Business from within

As the group Treasurer and Head of the Finance Department, Mama Asha is in charge of all finances of the business. She works with Mama Tabia to ensure that all sales payments have been received and recorded. Additionally Mama Asha calculates profit with Mama Mwaliko each month. When we open our bank account, Mama Asha will be the point person in charge of depositing funds into the account.

Sales Strategy to Market Final Products

Mama Tabia communicates with all our buyers. She receives orders at the beginning of the week and sends invoices to the buyers with their orders. As for expanding markets, she's working on a sales strategy to increase our buyers in both Korogwe and Dar es Salaam.

Collective Space to Perform Group Operations

The storage room or our '*offisi*' has been a communal space to calculate profit, host meetings and preform various group operations.

Social Media

Following the Tabora Project

This investor report reflects some of the foundations, framework, and progresses of our project. If you want a closer look, and to stay connected to our day-to-day operations and advances, connect to our project through our social media outlets.



We try to tweet frequently from our project site, as cell reception and internet connectivity allow. You can follow the Tabora Project here, <https://twitter.com/TaboraProject> Don't forget to tweet @TaboraProject, and tag #2Seeds!



In addition, we periodically write blog posts about everything from important developments in the project, to our next quarter's goals, to our new friendships in Tabora. You can read our thoughts here, <http://thetaboraiproject.wordpress.com/>



The hub of all of this activity is the Tabora Project's Facebook page, here <https://www.facebook.com/taboardproject>. Like us, refer us to your friends, and follow our activity. We love staying connected.

Keeping up with 2Seeds

Please take a look at the 2Seeds Network's social media pages. You'll find content relevant to all of the projects, network-wide initiatives, corporate activities, recruitment, and more.



Frequent updates from the ground in Tanzania and from the US. You can follow the 2Seeds Network here, <https://twitter.com/2SeedsNetwork>. Don't forget to tweet @2Seeds Network, and tag #2Seeds!



Look to the corporate blog for posts about strategy, developments, and other content related to 2Seeds and its work. You can read the 2Seeds corporate blog here, <http://2seedsnetwork.wordpress.com/>.



Find pictures, links, and more on the 2Seeds Facebook page, here <https://www.facebook.com/2seedsnetwork>. Like it, refer it, and keep up with the progress of 2Seeds.



See pictures from the ground of PCs and Partners on the 2Seeds Instagram here, <http://instagram.com/2seedsnetwork>.