



SAFAL MRM FOUNDATION

ANNUAL REPORT

2024





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Foreword



Siprosa Rabach

Head, Safal MRM Foundation

Dear Partners, Stakeholders, and Community Members,

It is with great pride and gratitude that we present the 2024 Safal MRM Foundation Annual Report. This year has been one of profound growth, collaboration, and meaningful impact, and we are excited to share the strides we have made in addressing critical needs across Kenya.

Our journey in 2024 has been a testament to the strength of purpose-driven collaboration, where our collective efforts, guided by the vision of building resilient and empowered communities, have yielded transformative outcomes.

From expanding educational opportunities to advancing healthcare, promoting environmental sustainability, and providing safe shelter, each initiative has been a step toward creating lasting change.

To address the holistic needs of our youth, we have enhanced the services at the Mabati Medical Centre to include Sexual Reproductive Health and Rights (SRHR) Programs. Investing in youth-friendly services is essential for protecting young people's rights, health, and future. We are delighted about engaging with young people in this program and look forward to partnering with the key stakeholders including government, civil society, and development partners to promote SRHR by investing in accessible, affordable, confidential, and stigma-free services for all young people.

In 2024, the Safal MRM Foundation took a transformative step towards long-term sustainability and financial independence by establishing an Endowment Fund. This strategic initiative aims to ensure the perpetuity of our programs, securing continuous impact for generations to come. Our goal is to diversify funding sources beyond corporate contributions from Safal Group.

The Endowment Fund will also enable us to scale our impact across East Africa by scaling up to increase impact of our interventions to reach more underserved communities. By securing perpetual funding, we will expand our reach, enhance our interventions and continue transforming lives for future generations.

We invite our partners and friends to join us as founding donors, ensuring the sustainability and perpetuity of our community-driven programs. Together, we can build a lasting legacy of meaningful change.

As we celebrate our progress, we remain committed to growing and expanding our programs in 2025 and beyond. With continued partnership, we are building a future where every community thrives. **Thank you for being a crucial part of this journey!**

About Safal MRM Foundation

The Safal MRM Foundation, serving as the Social Investment arm of the Safal Group in Kenya, is guided by a strategic framework centered on four key pillars: Education, Health, Shelter, and the Environment. With a profound commitment to alleviating human suffering and fostering community empowerment, the Foundation diligently works to enhance the well-being of individuals and communities.

Through our impactful projects in Mariakani, Kilifi County - namely, the Mabati Medical Centre and the Mabati Technical Training Institute - the Foundation is dedicated to delivering quality and affordable educational and healthcare services to communities. Our endeavors extend beyond our immediate vicinity, thanks to the collaboration with local and international strategic partners, allowing us to broaden the scope of our initiatives across the country.

Beyond our primary initiatives, we actively participate in diverse undertakings such as providing assistance during periods of drought and educating communities on conservation. This underscores our unwavering dedication to empowering local communities and playing a role in the gradual development of a proud Africa, with each project making a unique and meaningful impact.

Through our mission of alleviating human suffering and community empowerment for a better life, our initiatives correspond to the core purpose of the United Nations Sustainable Development Goals: end poverty, protect the planet and ensure all people enjoy peace and prosperity by 2030. **Our work mainly falls in line with goals 1, 3, 4, 5, 8, 10, 11, 13 and 17, however, we aim to fulfil all 17 goals for sustainable development.**



Vision

An Africa built with Pride



Mission

To promote sustainable solutions to increase opportunities and improve the productivity of communities in Africa



Values

- Care for our employees, communities and the environment
- Partnership and collaboration for shared success
- Excellence and integrity in what we do

Strategic goals



To increase access to quality basic education, skills development and training for vulnerable groups in Africa.

We believe that when you educate young people you are powering the hope and dreams of future generations. That is why we invest in youth training and development.



To contribute to access to quality primary health care and preventive services, improve health & the productivity of communities in Africa.

We believe that a healthy community makes a happy and productive society. For this reason, we will continue to support access to affordable healthcare to improve the productivity and prosperity of communities in Africa.



To contribute to improvement of shelter for the less fortunate communities in Africa.

We believe that everyone should have a place they can call home. That is why we help to build shelters for the less fortunate in our communities.



To promote sustainable solutions to safeguard and conserve the Environment for future generations.

We believe that environmental protection/ conservation is the only way we can safeguard our future. We will continue to promote solutions that safeguards our environment for future generations.



Key Highlights 2024

Education: Over 1,200 students at the Mabati Technical Training Institute gained valuable vocational skills, and over 550 youth in Boda-Boda riding were trained in partnership with the Mastercard Foundation. More than 80% of our graduates secured employment or internships.

Health: The Mabati Medical Centre served over 38,000 patients, and medical outreaches reached an additional 11,000 people. To address the needs of young people, the Mabati Medical Centre expanded its programs by introducing the Sexual and Reproductive Health and Rights (SRHR) program to address the various health and socio-economic challenges faced by young people in Kilifi County. Youth-friendly SRHR services ensure that adolescents and young adults can access information, healthcare, and support in a way that

is respectful, non-judgmental, and tailored to their specific needs.

Environment: Over 20,000 tree seedlings were distributed, and we implemented rainwater harvesting and solar lamp projects, promoting resilience in off-grid areas.

Shelter: We constructed classrooms at Mazera Memorial Girls High School and Kaswanga Primary School, benefiting over 2,500 students. Additionally, we re-homed a family in S Siaya – Uludhi Village following a devastating fire and donated Iron sheets to a local church in Ribe working closely with the Chandaria Foundation to empower community members with skills in beekeeping and environmental activities including restoration of community forests in Ribe – Kilifi County.





OUR FOCUS

Education

4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



Safal MRM Foundation remains steadfast in its commitment to empowering young people through vocational training and skills development. By equipping them with practical knowledge and financial autonomy, we believe in the transformative power of education to create thriving communities and drive sustainable development. Our initiatives under the Education Support Programs not only enhance employability but also empower individuals to become change-makers in their families and communities.

In 2024, the Foundation made significant strides in advancing its mission to support education through the Mabati Technical Training Institute (MTTI). Below is a snapshot of the milestones achieved during the year:

Student Enrollment

MTTI saw a remarkable rise in student enrollment in 2024, with 1,247 students joining the institute. This represents an impressive 70% growth compared to the previous 3 years. Notably, the year also marked a higher enrollment of women in traditionally male-dominated courses, such as plumbing and pipefitting, masonry, and electrical wiring, showcasing our commitment to breaking gender barriers in vocational training.

Programs and Courses

MTTI expanded its academic offerings to 30 courses in 2024, introducing four new programs focused on agriculture and technical skills. Among these was the Permaculture Program, an innovative vocational training initiative that equipped over 600 youth with skills in regenerative gardening, composting, and organic manure production. This program emphasized sustainable farming practices and waste management, aligning with global efforts to promote environmental conservation and climate resilience.



70%

Increase in Trainees enrollment



30

Courses Offered in 2024



Education Support Programs

Academic and Career Achievements

MTTI's academic excellence was further bolstered by its accreditation with leading certification bodies such as KNEC, NITA, JP International, and KASNEB. In 2024, the institute introduced CPA, ATD, and CAMS programs in the accounting section, with students successfully completing their exams.

The Health Care Assistant department enrolled 41 trainees, eight of whom are now gaining practical experience through industry attachments, enhancing their skills and career readiness. Additionally, 345 trainees undertook their NITA exams, further reinforcing the quality and credibility of MTTI's technical programs.

A key highlight of the year was the launch of MTTI's Elegant Spa in October 2024. This state-of-the-art facility provides beauty and wellness services such as massages, facials, hairdressing, and barbering to the community while offering hands-on training opportunities for students. The spa has not only enriched the learning experience but also contributed to the well-being of the surrounding community.

MTTI's Career Services Office continued to play a pivotal role in linking students to career opportunities. In 2024, 234 students were attached to various organizations, 25 secured employment, 7 pursued internships, and 2 ventured into entrepreneurship, underscoring the institute's dedication to student success.

Work-Study Program

In 2024, the Work-Study Program provided financial relief to 55 students, allowing them to earn while they learned. By enabling students to pay their fees and support their education, the program has proven to be a crucial intervention in reducing financial barriers to education.

Student Nutrition and Engagement

The school lunch program continued to have a profound impact on student attendance, engagement, and concentration in class. By addressing hunger and nutrition challenges, this initiative ensures that no student is left behind due to preventable hardships.



Education Sponsorships and Partnerships

Collaborations with key sponsors and partners have been instrumental in driving MTI's success. In 2024, the following sponsorships supported student education:





mastercard
foundation

Mastercard Foundation

Empowering Youth Through Skills Boda-Boda Rider Training Skills

Comprehensive Training Program

In partnership with the Mastercard Foundation, our Youth Empowerment Project provided integrated training to 594 Boda-Boda riders in 2024, with a notable inclusion of women participants. This program goes beyond imparting road safety and riding skills; it encompasses:

Customer Relations and Soft Skills: Equipping riders with effective communication and interpersonal skills to enhance customer satisfaction and service quality.

Financial Literacy: Assisting participants in opening bank accounts and understanding financial management, thereby promoting savings and responsible financial planning.

Health Insurance Education: Informing riders about health insurance options to ensure their well-being and financial security in case of medical emergencies.

This comprehensive approach not only enhances the professionalism of boda-boda riders but also

contributes to safer roads, improved customer experiences, and the overall economic development of communities.

Economic Impact of the Boda-Boda Sector in Kenya

The boda-boda industry is a vital component of Kenya's economy, contributing approximately Ksh.365 billion annually, which accounts for about 3.4% of the country's Gross Domestic Product (GDP). This sector provides direct employment to over one million riders, with each earning an average of Ksh.1,000 daily from around 15 rides. Additionally, the industry supports approximately six million Kenyans indirectly, representing nearly 10% of the population.

Beyond individual earnings, the boda-boda sector significantly bolsters government revenue through fuel taxes. With each rider consuming fuel worth about Ksh.300 daily, the cumulative contribution to the Treasury is estimated at Ksh.60 billion annually.



594

Riders
trained



100

Acquired
driving
licenses



AutoXpress Kenya LTD

Driving Skills for the Future

In 2024, AutoXpress, Africa's leading retailer and distributor of automotive products and services, partnered with MTTI to empower young trainees in the Light Vehicle Mechanics vocational training. Through this collaboration, 20 students continue to gain essential skills, with 11 currently undertaking industrial attachments at AutoXpress branches.

This partnership bridges education and employment by providing hands-on training in a professional environment. It equips students with technical expertise, enhances their employability, and prepares them for careers in the automotive sector.

Safal MRM Foundation's education initiatives in 2024 have empowered young people to embrace their potential, achieve financial independence, and contribute meaningfully to their communities. Through innovative programs, impactful partnerships, and a commitment to breaking barriers, we are nurturing a generation of skilled individuals ready to transform their futures.



Impact Stories



Joyce Nadzua - Plumbing-Pipe Fitting

Breaking Gender Barriers

Joyce Nadzua Mgandi, from Taru, is the eldest of five children. Despite scoring a D+ in her KCSE at Mackinon Girls High School in 2021, her passion for hands-on work remained strong. In September 2022, she joined Mabati Technical Training Institute (MTTI) to pursue Plumbing and Pipe Fitting with support from the KCB Foundation.

Her skills shone during attachments at Taru Water and Kwale Water, and in May 2023, she secured a Safaricom Foundation scholarship to further her studies. In 2024, Joyce was selected for intensive training at Brollo and landed a service contract as a Tube Mill Operator, a role often reserved for men.

Joyce, now excelling in her male-dominated field, aims to pursue a Grade 1 certification in plumbing. She credits her success to the support from KCB and Safaricom Foundations, and MTTI, and encourages others to stay focused and persevere through challenges.



Salim Rajab - Garment Making

Salim's Journey from ICT to Tailoring

Salim Rajab Banju, born in 2002 in Mariakani, is one of eight children raised by a single mother. After completing his KCSE with a C plain at Mwareni Secondary, financial constraints kept him from pursuing university education. Aiming for professional excellence, Salim enrolled at Mabati Technical Training Institute (MTTI) in January 2023 for a three-month computer course.

His determination led him to volunteer in the ICT department for another three months, but his journey took a surprising turn when he discovered a passion for tailoring. In September 2023, he enrolled in the Tailoring Grade 3 course, and by August 2023, he had completed his NITA exams.

Through MTTI's work-study program, Salim not only paid his school fees but also worked in the production unit, making Personal Protective Equipment (PPE). His instructor, recognizing his talent, recommended him for the role.

Salim's story is one of resilience and self-discovery. He now dreams of becoming a tailoring instructor, helping others unlock their potential, just as he did with the support of MTTI.



OUR FOCUS

Health

1 NO
POVERTY3 GOOD HEALTH
AND WELL-BEING

The health and well-being of communities remain at the core of Safal MRM Foundation's mission. In 2024, through our health advancement initiatives, we continued to bridge healthcare gaps, ensuring equitable access to quality medical services for underserved populations across Kenya.

The Mabati Medical Centre (MMC) remained a beacon of hope for the community, serving over 38,182 patients with comprehensive medical care. In addition to curative services, Mabati Medical Centre conducted 19,294 laboratory tests and examinations: 14,414 laboratory tests and 4,880 radiology exams, offering diagnostic solutions close to home for many families.

Recognizing the unique needs of young people, our **Adolescent and Youth Friendly Clinic** provided critical health and counseling services to over 2,788 youth and adolescents. The clinic has become a safe space for addressing mental health, sexual reproductive health, and preventive care.

Our commitment to rehabilitation was exemplified through the **Physiotherapy Clinic**, which attended to 1,181 patients, supporting them in regaining mobility and improving their quality of life.

The HIV Comprehensive Care Clinic, launched in response to growing needs, provided life-saving treatment to 15 patients, while our Prevention of

Mother-to-Child Transmission (PMTCT) program celebrated a significant milestone, ensuring the birth of an HIV-negative baby to an HIV-positive mother.



38,182

Patients attended to

2,788

Youth and Adolescents



19,294

Lab Tests and exams



1,181

Physiotherapy Patients



Medical Camps and Outreaches

A Lifeline of Care and Hope

In 2024, we reaffirmed our commitment to delivering quality healthcare by organizing 11 medical outreaches and in-reaches and hosting 4 impactful medical camps, reaching over 11,000 individuals across various regions. These initiatives broke barriers to healthcare access, offering critical services to underserved communities.

From dental health awareness to cervical cancer screenings and mental health support, these activities embodied care, compassion, and collaboration with leading healthcare partners.

Working alongside these trusted partners and healthcare professionals, we addressed a wide spectrum of health needs, from routine check-ups to specialized care for conditions that often go undiagnosed.

The Annual Mega Medical Camp: Healing the Community Together

On 17th November, the Mabati Medical Centre hosted our Annual Mega Medical Camp in partnership with Lions Club Mombasa Pwani.

1,583 individuals received life-changing medical attention.

894 patients received general consultations, helping them address long-standing health concerns.

317 patients benefitted from optical services, with 39 cases of cataracts identified for follow-up interventions.

122 patients received dental care, including 66 extractions that brought relief from chronic pain. 34 ultrasound scans were conducted, leading to 15 scheduled follow-ups for further evaluation.



4 Medical Camps
across Kenya



11,000 Patients
served through
outreaches



11 Medical
Outreaches



66 Cataract
Surgeries





Restoring Sight, Restoring Hope

In May, we joined hands with Lions Club Mombasa Pwani once again for a transformative eye medical camp that attended to 424 patients. Among them, 27 individuals underwent minor surgeries to remove cataracts, regaining their vision and rediscovering the beauty of the world around them.

Integrated Medical Care at Maua:

In May, our partnership with Naledi Initiative brought us to Maua, Meru County, where we hosted a highly successful integrated medical camp that catered to 1,500 patients.

420 women received cervical and breast cancer screenings, and 210 men were screened for prostate cancer.

The camp also provided comprehensive general consultations, ensuring that no health concern went unattended.

Building Health Awareness and Screening for Women's Health

On 1st December, we partnered with Buildher to host a specialized medical camp in Baba-Dogo Nairobi, this medical camp prioritized women's health.

Among the 153 patients attended to, 51 women underwent cervical cancer screenings, and 42 women received breast cancer examinations.

This initiative underscored our dedication to preventive healthcare, encouraging early detection and timely intervention.

Partnerships for Greater Impact

These achievements were made possible through the unwavering support of our partners, whose expertise and dedication amplified our impact. Together, we delivered specialized services that went beyond treatment, fostering lasting health and well-being.

As we continue this journey, we remain resolute in our mission to advance healthcare access for all. With the continued support of our partners and communities, we are building a healthier, stronger, and more resilient society, one medical camp, one outreach, and one life at a time.

Together with our partners and communities, we continue to build healthier, stronger, and more resilient lives.



723 Cancer screenings



424
Patients in May's Eye Medical Camp





OUR FOCUS

Environment

13 CLIMATE ACTION



Environmental Stewardship: Cultivating a Greener, Sustainable Future

The Safal MRM Foundation recognizes that caring for the environment is essential to creating thriving communities and a sustainable future. In 2024, our initiatives centered on restoring ecosystems, fostering environmental responsibility, and driving sustainable solutions for generations to come.

Restoring Green Spaces, One Tree at a Time

With over 20,000 tree seedlings distributed to schools and communities in Kilifi County, we championed the fight against deforestation while promoting environmental restoration. In Nairobi, our urban greening efforts came to life with the planting of 400 trees at City Park, reinforcing our commitment to making urban spaces healthier and more beautiful.

Water Conservation for Resilient Communities

Understanding that water is life, we installed rainwater harvesting systems at Kiwanja Ndege Primary School in Laikipia County, ensuring students and surrounding communities have access to clean, sustainable water sources. This project also became an educational platform, teaching the community practical ways to manage water sustainably.

Linking Nutrition to Environmental Care

Our focus extended beyond environmental restoration to improving nutrition and food security. Through kitchen gardens and fruit tree projects in schools, we empowered students and their communities to grow nutritious food while

learning about the importance of environmental stewardship.

Lighting Up Lives Sustainably

Energy sustainability was a priority as we distributed 500 solar lamps to households in Kilifi, Siaya, Kajiado, and Machakos counties, offering a clean, reliable alternative to harmful energy sources. This initiative not only reduced reliance on kerosene lamps but also transformed learning environments, enabling students to study after dark safely and efficiently.

Inspiring Conservation Through Art

Through Safal Eye in the Wild, we continued to inspire environmental awareness by blending conservation with the art of storytelling through photography. This initiative encouraged community engagement while celebrating the beauty of nature.

A Shared Responsibility

As we reflect on these milestones, we are reminded that environmental stewardship is a shared journey. With the invaluable support of our partners and communities, we remain committed to nurturing ecosystems, promoting sustainability, and building a greener, healthier tomorrow, one tree, one solution, and one story at a time.



20K
Trees planted





OUR FOCUS

Shelter

1 NO POVERTY



11 SUSTAINABLE CITIES AND COMMUNITIES



Shelter and Infrastructure Development: Building Foundations for a Brighter Future

The Safal MRM Foundation understands that shelter is more than just a physical structure it is the foundation for dignity, security, and growth. In 2024, our initiatives focused on creating safe, conducive environments where individuals and communities can thrive.

Transforming Learning Spaces at Mazeras Memorial Girls High School

One of our most impactful projects was the construction of additional classrooms at Mazeras Memorial Girls High School, which has transformed the learning environment for over 1,300 students. These young learners, who once endured classes in makeshift tents, now have access to spacious and secure classrooms that inspire academic excellence and personal growth.

Strengthening Educational Infrastructure at Kaswanga Primary School

Through valuable collaborations with partners like the Premchandbhai and Chandaria Foundations, we contributed to enhancing the infrastructure at Kaswanga Primary School. These improvements have created a safe and supportive learning environment for both students and teachers, reinforcing our belief that strong educational foundations lead to brighter futures.

Spaces of Opportunity

As we reflect on these achievements, we recognize that our work goes beyond constructing buildings. It's about creating spaces that foster growth, security, and opportunity. With the support of our partners and communities, we remain committed to building environments where dreams are nurtured, lives are transformed, and brighter futures are built.







Humanitarian Support Programs

Extending a Helping Hand in Times of Need

In 2024, Safal MRM Foundation reaffirmed its commitment to standing with Kenyan communities during times of crisis. Recognizing the importance of timely interventions, Safal MRM Foundation provided critical humanitarian support to vulnerable families affected by natural disasters and unforeseen challenges.

Flood Relief

During the devastating floods that impacted communities across Kenya, the Safal MRM Foundation, in partnership with Premchandbhai Foundation, distributed over 1,600 food hampers and blankets to affected individuals in Mukuru kwa Njenga, Mathare, and Oloika villages in Kajiado County. These efforts not only addressed immediate needs but also brought hope and relief to families navigating difficult circumstances.

Rebuilding Hope for a Family in Siaya County

In the heart of Uludhi village in Siaya County, we witnessed resilience and the power of compassion. When a devastating fire destroyed the home of a family of 4, we stepped in to re-home them, providing a fresh start and reaffirming our commitment to standing with communities in times of crisis.

Our humanitarian efforts were driven by compassion, collaboration, and the unwavering belief that communities are stronger when they come together to support one another. As we continue to respond to emergencies, we remain committed to providing timely and meaningful assistance to those who need it most.





Safal Group

Shared Value Projects

Beyond the Safal MRM Foundation in Kenya, the Safal Group extends its commitment to community development across East Africa through the Safal Uganda Baati Foundation and Safal ALAF Foundation in Tanzania. Although newly registered, these foundations have made remarkable strides in 2024 by implementing impactful projects that address critical challenges in education, health, environment, and shelter.



Safal Uganda Baati Foundation

The Safal Uganda Baati Foundation has been duly registered with the National Bureau for Non-Governmental Organizations (NGO Bureau) and successfully launched in August 2024. This registration gives the Safal Uganda Baati Foundation recognition, authority, and credibility to operate within the country. In 2024, Uganda Baati was named the Community Development Champion of the Year, recognizing the company's profound impact on communities through its Corporate Social Responsibility (CSR) initiatives under the Safal Uganda Baati Foundation.



Education:

- Enhance access to formal and non-formal education to vulnerable communities: 459 Youths are equipped with Practical vocational skills (either in Hairdressing, Fundi Roofing Program, Modern Agribusiness, and liquid soap making) this has greatly enhanced their employability.
- 27 youth have already started their small-scale businesses, earning decent incomes to sustain themselves and contributing to the development of their communities.



Health:

- Improved health to 3498 people through our free Community Health Outreach Programs.
- 1944 Children Health boasted through accessing immunization services, 950 Children were free from malnutrition and worm-related infections through access to free comprehensive nutrition and deworming services,
- 604 caregivers accessing birth control methods (family planning program) attest to being able to better look after their children within their economic capacities.
- 1425 people know their HIV status and are aware of HIV prevention and response initiatives.



Environmental Initiatives:

Under the Environmental Pillar, Uganda Baati continued its efforts to empower communities with sustainable practices aimed at restoring degraded lands, including afforestation initiatives. Uganda Baati directed its energy and financial investments towards working with communities around 20 hectares of forest in the Namatale Forest Reserve in partnership with the National Forest Service. This initiative focused on nurturing newly planted trees to restore the forest ecosystem. One hundred twenty-two families have adopted at least one green economy practice at the community level. They are either making briquettes, sorting garbage, or recycling waste. Additionally, 155 youth and caregivers have been supported in adopting modern small-scale agribusiness initiatives that not only contribute to environmental conservation but also provide economic benefits.

 Shelter:

Safal Uganda Baati Foundation Commissioned 2 Roofed blocks in Busoga College Mwiri in Eastern Uganda, Kiwala Primary School with 56 roof sheets for a classroom block in Central Uganda, and Kishenyi Primary School with 150 roof sheets for a classroom block in the Western Region. The donation of roofing sheets enhanced the access to education for over 5000 children.

**Safal ALAF Foundation** **Education:**

Promoted African literature through the Safal Kiswahili African Literature Prize. Awarded scholarships to three Master's students.

 Health:

Facilitated community outreaches, including cancer screening, in partnership with other stakeholders in Tanzania.

 Environment:

Planted trees at two schools in Temeke to promote conservation.

 Shelter:

Donated roofing sheets to the Muhimbili Orthopedic Institute.





The Safal Kiswahili Prize for African Literature: 9th Edition

Promoting African Literature and the Power of the Swahili language

The Safal Group believes language is more than communication, it is culture, identity, and imagination. Through the Safal Kiswahili Prize for African Literature, we honour Kiswahili as a unifying African language and a powerful tool for preserving heritage, inspiring future generations, and elevating homegrown voices across the continent.

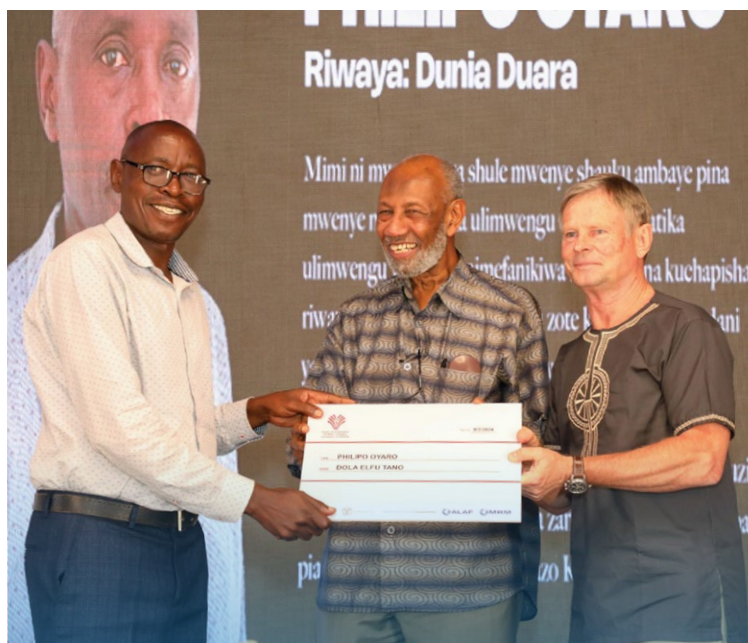
A Decade of Kiswahili Excellence: Safal's Commitment to African Literary Heritage

Now in its 10th edition, the Safal Kiswahili Prize marks a decade of celebrating African storytelling and nurturing literary excellence in the Swahili language.

In 2024, the Safal-Kiswahili Prize for African Literature continued to spotlight the power of the Swahili language in shaping African identity, imagination, and cultural exchange.

The Prize's 9th edition in 2024 celebrated Philipo Oyaró's "Dunia Duara" and Fatuma Salim's "Changa La Macho" as this year's winners. Fatuma's win marked a historic moment for women in poetry, as her work will be translated into English and published by the Africa Poetry Book Fund, broadening its reach and impact.

The Prize, supported by **Safal Group through Mabati Rolling Mills in Kenya and ALAF Limited in Tanzania, the African Studies Centre of Cornell University, and the Ngugi Wa Thiong'o Foundation**, is awarded to outstanding unpublished manuscripts in fiction, poetry, memoir, and graphic novels. Winning works are considered for publication by Mkuki na Nyota Publishers in Tanzania, ensuring they reach wider audiences across the continent.



The 2024 9th Edition ceremony, held in February in Nairobi, was graced by Dr. Caroline Asimwe, Executive Secretary of the East African Kiswahili Commission, underscoring the regional importance of Kiswahili as a language of literature, education, and unity.

Furthering the impact of the Prize, on November 19th, 2024, the Safal ALAF Foundation donated a collection of Kiswahili literary works, authored by past winners, to the University of Dodoma (UDOM). This donation is part of our wider effort to promote reading culture and support higher education in local languages. Received by Professor John Tenge, Principal of Humanities and Social Sciences at UDOM, the books are already inspiring students with powerful, original African stories written in Kiswahili.

Through this initiative, Safal Group continues to celebrate African creativity, amplify emerging voices, and preserve the richness of Kiswahili for generations to come.





Financial Report for 2024

Finance: In this paragraph, we provide a summary of our financial statement for 2024. The audited financial statements for 2024 are published in a separate document.

The audited financial statements for 2024 provide a comprehensive overview of the foundation’s financial performance and position, demonstrating prudent financial management and strategic allocation of resources to support its impactful interventions.

Statement of Financial Position as at 31st December 2024

	2024	2023
	Kshs	Kshs
Fund Balances		
General fund	117,904,309	91,907,169
Represented by		
Non-current assets		
Fixed Assets (A)	50,935,914	48,665,176
Current assets		
Stocks	16,296,362	13,811,252
Receivables	18,382,805	8,615,793
Cash	46,459,001	29,604,308
Total	81,138,165	52,031,353
Current liabilities		
Payables	14,169,770	8,789,360
Net current assets (B)	66,968,395	43,241,993
Application of Funds (A+B)	117,904,309	91,907,169

Statement of Income and Expenditure for the year ending 31st December 2024

	2024	2023
	Kshs	Kshs
Income	-	-
Donations	55,575,582	51,650,136
Subsidised fees	52,974,787	38,049,973
Other income	5,598,835	1,137,489
Total income	113,973,204	90,837,598
Expenditure	-	-
Direct costs	63,784,885	49,634,003
Administrative expenses	11,180,211	6,455,473
Other operating expenses	12,934,706	13,024,953
Total expenditure	87,899,802	69,114,429
Surplus for the year	26,073,402	21,723,169

In 2024, the Safal MRM Foundation witnessed a notable increase in income by Kshs. 21 million. This increment is attributed to the active campaigns that resulted in increased donations from our online fundraising initiative on the Global Giving Platform. The community contributions for medical services and trainees' sponsorships also increased in 2024. Additionally, the Foundation experienced a boost in donations from new donors like the Habib Bank who came on board to support the foundations health and Education programs.

Partnerships & Collaborations

17 PARTNERSHIPS
FOR THE GOALS

At Safal MRM Foundation, we believe that meaningful progress is never achieved in isolation. Partnerships are the backbone of our mission to create lasting change in the communities we serve. By collaborating with organizations that share our vision, we amplify our impact, reach more communities, and address critical needs in health, education, environment, and shelter.

Our partners are catalysts for innovation and growth, bringing invaluable expertise, resources, and networks that enable us to deliver life-changing solutions. Through strategic collaborations, we have empowered youth with skills for employability, enhanced healthcare services, championed environmental sustainability, and provided shelter to families in need.

Together, we have planted trees that breathe life into urban spaces, lit up homes with clean solar energy, and provided medical care to thousands who would otherwise go without. These partnerships are more than just alliances; they are stories of compassion, purpose, and resilience.

We value every handshake, every joint project, and every shared dream of a better future. As we continue this journey, we are reminded that true transformation happens when organizations and communities come together with a common goal: building a sustainable, empowered, and thriving society.

Below are the partners and sponsors who stood with us in 2024 to make these incredible milestones possible.



Looking Ahead

As we reflect on the milestones achieved in 2024, we are inspired by the lives transformed, the partnerships forged, and the communities uplifted through our shared efforts. Yet, we know that our work is far from complete.

The coming year presents new opportunities to innovate, collaborate, and deepen our impact on health, education, environmental sustainability, and shelter. With the unwavering support of our partners, communities, and stakeholders, we are committed to scaling new heights, empowering more lives, and championing sustainable development.

Together, we will continue to turn challenges into opportunities, build resilience, and create a future where every individual has the chance to thrive. Our journey of transformation continues, and we invite everyone to be part of this shared mission of hope, empowerment, and progress.

Here is to 2025 and the brighter possibilities it holds!







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