



**STRATEGIC PLAN ABRIDGED VERSION  
(2022/23 - 2024/25)**



# Who We Are

Zanzibar Maisha Bora Foundation was established in 2021 by the First Lady of Zanzibar, Her Excellency Madam Mariam H. Mwinyi, Wife of the President of Zanzibar, His Excellency Dr. Hussein Ali Mwinyi, with the overall purpose of enhancing the quality of life amongst Zanzibari Women, Youth, and Children. The Foundation seeks to empower women and youth socially and economically in line with the national and international development frameworks.

## **VISION:**

Quality life to all Zanzibaris.

## **MISSION:**

To fully involve women, youth, and children in social-economic empowerment for attaining quality life.

## **CORE VALUES:**



We strive for best service delivery in an efficient and effective manner.



We strive to be creative and committed to continuous improvement.



We are committed to professional ethics, transparency, responsibility and accountability in our actions.



We respect human rights and clientele systems in all the dealings of the Foundation.



We work as a team towards achieving the Foundation's mission and goals.



# Background

Zanzibar comprises of Unguja and Pemba Islands located in East Africa with a total area of **2,654** square kilometers and is populated with **1.8 million** people, majority being females (**51% Female & 49% Male**)

- Labor force participation rate is **79%**. In job creation, **98%** of seaweed farmers are females.
- Despite **100%** of Zanzibari's households being located within 5 kms from a primary healthcare facility, maternal death remains high at **307** per **100,000** live births, and out of **1000** live births, **56** of them die before the age of 5.
- Only **28%** of adolescents have knowledge of Menstrual Health Hygiene, mostly with limited access to sanitary pads.
- **67%** of the households take at least 3 meals per day, however, there are limitations in nutritional habits and malnutrition. The average stunting level for under-five children across Zanzibar is **17.6%**
- There is a high political will to institutionalize frameworks and systems to combat Gender Based Violence and much more needs to be done to address drivers of violence against women, adolescents, and children





# The ZMBF Strategic Plan

This is the first Strategic Plan (SP) for the ZMBF and will cover the period of three years i.e July 2022 – June 2025, which intends to complement the Government and Partners’ efforts in realizing quality life to all Zanzibaris.

This blueprint shall be the core document in providing operational guidance to the ZMBF Board, Management, and Staff to understand and implement its strategies to realize vision and mission. It will further guide the ZMBF stakeholders on their involvement directly or indirectly which will attribute to the impact of ZMBF to Zanzibari women, youth and children.

The ZMBF strategic direction of the Foundation is aligned to National Development Frameworks, Regional and International Agendas; Zanzibar Development Vision 2020 – 2050, The Africa We Want 2063 and Sustainable Development Goals 2030 respectively.



# ZMBF's Strategic Goals (Thematic Areas)

## STRATEGIC GOAL 01

Improved livelihood of women and youth seaweed farmers (Blue Economy)



## STRATEGIC DIRECTION

The improved livelihood of seaweed farmers by specifically contributing to enhanced climate-resilient seaweed production, value



## STRATEGIC OBJECTIVES

- Improved seaweed production and productivity
- Enhanced value addition of seaweed products
- Enhanced value addition of seaweed products

## STRATEGIC OBJECTIVES

- Strengthened prevention and management of emerging diseases and malnutrition
- Improved access to sexual and reproductive health and menstrual Hygiene



## STRATEGIC DIRECTION

Reduced stunting amongst children, and reduction of child and maternal deaths. addition, and marketing with a focus on women and youth.



## STRATEGIC GOAL 02

Improved Nutrition and Reproductive Maternal, New-born, Child, and Adolescent Health (RMNCAH) services

## STRATEGIC GOAL 03

Enhanced safe environment to protect adolescent girls and boys against Gender Based Violence (GBV)



## STRATEGIC DIRECTION

Enhanced empowerment and safe environment to protect adolescent girls and boys against GBV acts



## STRATEGIC OBJECTIVES

- Strengthened capacity of adolescent girls and boys in fighting against GBV
- Improved access of GBV survivors to support services
- Enhanced enabling environment that promotes social and institutional protection for adolescent girls against GBV

## STRATEGIC OBJECTIVES

- Enhanced institutional operational systems and procedures
- Enhanced organization's oversight and accountability
- Enhanced organization's oversight and accountability



## STRATEGIC DIRECTION

Enhanced ZMBF performance and sustainability



## STRATEGIC GOAL 04

Enhanced ZMBF performance and sustainability



# Our Quick Wins

- **Seaweed Program**  
in collaboration with partners, ZMBF has provided opportunities for skills development, working tools, and protective gears to more than **14 community groups** of women and youth seaweed farmers from 6 Districts of Unguja and Pemba.
- **Covid-19 Vaccine Uptake Program**  
The accelerated initiatives on enhancing COVID-19 prevention have reached & vaccinated **23,178 people**, by joint efforts with the Government and Community groups in both Kaskazini A and Magharibi A, Unguja.
- **Tumaini Initiative**  
Is a home-grown initiative and small-scale industry to produce washable female sanitary pads for adolescent girls and young women. The initiative has so far provided sanitary kits to more than **500 students** in Unguja and Pemba. To sustain this noble course ZMBF will mainstream a hybrid approach of in-kind donations as well as social enterprise practice.
- **GBV Prevention Program**  
Prevention of gender-based violence against women and children has been our core business through community sensitization to **80 GBV councils** in Kaskazini A and Magharibi A, Unguja.
- **End of the Month Health Walk**  
The First Lady have actively led communities in promoting well-being, healthy lifestyle, and prevention of non-communicable diseases in Unguja and Pemba through the renowned end of the month walk.



# How we Intend to Implement the Strategic Plan

## ➤ The Board of Trustees

Deliberately, shall continue with its governance and oversight role to ZMBF's functions as guided by this Strategic Plan. To enhance and strengthen its institutional policies, systems and structures for effectiveness and efficiency.

## ➤ The Management

Management with the leadership of the CEO will be responsible for the overall day to day management and coordination of the Strategic Plan implementation. Result-based M&E framework will be established and continuously reinforced to enable the ZMBF and its implementing partners to track results and impact of the Strategic Goals by taking into consideration appropriate and accurate gender responsive ZMBF data including health, environmental, social, and economic data.

## ➤ Partners

The Foundation will continue to mobilize technical and financial partnerships and resources from the Community, Revolutionary Government of Zanzibar, Development Partners both multilateral and bilateral partners, Private Sector, Parastatals, Academia and Research Institutions, Philanthropists and other friends and well-wishers of ZMBF.

Sustainability initiatives of ZMBF will be considered from the first years of its establishment through integrating social- enterprise concept into its core intervention areas.

**Join us as we realize Quality Life to All Zanzibaris**





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