

DIRECTOR'S ANNUAL REPORT FOR THE YEAR 2010



2010 has been another year of expansion with:

- An overall student number increase to 1319 and a staff increase to 368
- The construction of the Secondary Dining Hall
- The construction of a large number of classrooms, labs, staff rooms, an art/music block, computer rooms, library etc to complete a campus which will educate 500+ students in 2011
- Four more boarding houses built at our Moivaro Boarding Campus
- A house built for the order of African sisters (Obligates of the Assumption) who manage one of the boarding campuses
- A staff/visitor house of 23 rooms built along with 2 kitchens and more garden space

BACKGROUND

The School of St Jude is owned by a company Limited by Guarantee called The School of St Jude Limited and is operating as a non-profit organization with a registered Certificate No. 47555 since 24th November 2003. A very big thanks to the current Directors of the Board:

1. Bibi Ana Madai - (Chairperson) Medical Technologist - has been supporting the school since it started
2. Mary Maeda - Retired Head of Corporate Accounts at NBC Bank Arusha
3. Modest Akida - Advocate of the High Court of Tanzania
4. Nicholas Duhia - Managing Director - Taxplan Associates Limited Arusha
5. Mark Cubit - Trustee
6. Gemma Sisia - Director, The School of St Jude
7. Kim Saville - Deputy Director, The School of St Jude

There are three schools of St Jude's. Each school is registered with Ministry of Education in Tanzania:

- The School of St Jude Primary School, Moshono Village has Certificate No. AR.02/7/011
- The School of St Jude Secondary School, Moshono Village has Certificate No. S.4262
- The School of St Jude Primary School, Usa River Village has Certificate No. AR.02/7/034

There are two boarding campuses:

- Usa River boarding campus caters to 423 boarders from Standard 4 to Standard 7
- Moivaro boarding campus caters to 462 boarders from Standard 4 to Form 2 Secondary

THE PUPILS

On the 5th January 2010 there were:

- 476 students enrolled at the The School of St Jude Primary School, Moshono Village
- 206 students enrolled at the The School of St Jude Secondary School, Moshono Village
- 637 students enrolled at the The School of St Jude Primary School, Usa River Village

Total number of students was 1319. 885 of these were boarders.

Of the pupils enrolled, 96% are on a full sponsorship. Each student is given free tuition, uniforms, boarding, stationery, textbooks, food and excursions etc. Pupils come from villages up to 40 kilometres away and as per the school's policy, all these children have passed an academic test, been assessed as having aptitude, a suitable attitude and come from very poor homes or disadvantaged backgrounds.

Children from seven local orphanages are also sponsored at the school; Huruma, St Joseph's, Living Water Children's Centre, Paradiso Mpya, Future Happiness, St Lucia and Usa River Orphanage.

With a growing school, a record number of students sat for the Tanzanian National exams this year:

1. The Std 4 exam was sat by over 170 students across the two primary campuses in November.
2. The Std 7 exam (final year of Primary school) was sat by 132 students in September.
3. Our first Form 2 exams in secondary were sat by 52 students.

We expect them all to pass exceptionally well, thanks to the dedication of the staff involved in their preparations.

THE STAFF DURING 2010

Fulltime staff at end of 2010	Number of staff
Academic staff	148
Grounds men	15
Cooking / cleaning staff	66
Trades people	24
Nurses	2
Security guards	41
Drivers	21
Administration staff across all schools and boarding campuses	51

LEADERSHIP TEAMS AT EACH SCHOOL:

1. The School of St Jude Primary School, Moshono Village:



From the left:

Rasul Abdul- **Headmaster**
 Husna Mdoe- **Deputy**
 Benard Mainga- **Deputy**
 Sr Celestine- **Head of Boarding**
 Bornfirst Mbuso- **Academic Master**

They are standing with the school's student leaders.

Together this team led 476 students and 195 teachers, gardeners, cooks, cleaners, drivers, guards and maintenance staff.

2. The School of St Jude Secondary School, Moshono Village



From the left:

Diana Msafiri - **Deputy**
 Nestory Msoffe - **Headmaster**
 Desdery J. Tarimo - **Deputy**

They are standing with the school's student leaders.

Together this team led 206 students and 32 teachers, gardeners, cooks, cleaners, drivers, guards and maintenance staff.

3. The School of St Jude Primary School, Usa River Village



From the left:

Peter Manjalla - **Headmaster**
Archard Ruyange – **Deputy**
Wanyaga Nyaga -**Head of Boarding**
Sebastian Gitbang - **Academic Master**
George Stephen- **Deputy**

They are standing with the school's student leaders.

Together this team led 637 students and 114 teachers, gardeners, cooks, cleaners, drivers, guards and maintenance staff.

GENERAL: We started the 2010 school year on 5th January with 13 new local and overseas teachers. Each year, the calibre of teaching staff is higher as we are able to afford well-qualified and experienced local teachers. Those who do not meet our selective standards are replaced.

Even though each school has its own academic administration with photocopiers, pigeon holes and stationery, the Moshono campus is still the main business centre for all three schools and two boarding campuses. Business administrative staff are involved in construction, procurement, events management, family welfare, medical, visitor logistics, accounts, donor and sponsor relations as well as student selection for the sponsorship program.

A Curriculum Coordinator was employed in August 2010 to help slowly transition the school into incorporating International curriculums. She has employed a team of seven people to help assist her in this exciting undertaking.

Wages increase: A 10% rise was reinstated in January (as all staff sacrificed 10% at the start of 2009 to help get the school through hard financial times which had only been compounded by the GFC). An inflationary pay raise of 12.5% was also paid to offset the huge rise in the cost of living. Bonuses were paid to staff members when they showed initiative and exceptionally high standards of work.

Income

During 2010, AU \$6 million was contributed to run and further expand The School of St Jude. The money received came from two sources:

1. Sponsorship of Students, Teachers, Buses and Boarding Rooms

As the school receives almost no financial support from any government body, we rely totally on sponsors for **running costs** (including maintenance of all buildings and equipment) for all schools and boarding campuses. AU\$2.6 million in sponsorship money came from Australian sponsors.

Below is a break down of the number of all sponsors from different countries during 2010:

Country	No of Sponsors	Country	No of Sponsors
Australia	2054	Singapore	8
USA	91	Germany, Switzerland	5 each
UK	35	United Arab Emirates	4
New Zealand	21	Italy, Netherlands, Northern Ireland, Tanzania	3 each
Ireland	12	France, Korea	2 each
Canada	11	Austria, Denmark, Hong Kong, Malta, Scotland	1 each

2. Donors

It is thanks to our hundreds of donors that we were able to finance AU\$3 million worth of construction and fitting out of buildings so we can support more students.

Our main donors were from Australia and the USA.

Donations have helped to buy water tanks, electrical lines, all furniture and equipment for boarding houses, dining halls, classrooms, administration equipment and all the bricks, steel, glass and cement for actual construction. General donations also support the day to day expenses of running a school that are not fully covered by the sponsorship program.

It is the donations that make the difference between an average school and a school where the students are obtaining some of the best academic results in the country.

2010 Appeal

The 2010 Student Appeal provided donors with the opportunity to support numerous construction projects that needed to be completed this year in order to allow us to enrol another 150 new students and provide all current students with the necessary resources to continue to receive a quality education. There were 13 different Appeal Packages for donors to choose from – Appeal A (\$100 per square metre of brick wall - to help construct the new school buildings) to M (\$400,000 for a new boarding house). An interactive page was created on the school's website so that individuals could see exactly how their donation was assisting St Jude's. Each time an Appeal was selected and money donated, the total number of that Appeal still required was automatically reduced. The Appeal proved to be very successful and over the six months that it remained on the school website, a total of AU\$1.7 million was raised.

Expenses

In 2010, it took AU\$2.5 million to run all three schools and two boarding campuses for the year.

On top of that, we spent AU\$3 million in construction, external works and fit out.

The Buildings and Land

During 2010, some of the major construction projects were:

1. Secondary dining hall and kitchen



2. Four more boarding houses like below:



The four houses have been built on the Moivaro Boarding Campus (see photo below) which, as of December 2010, has a total of nine boarding houses along with a dining hall.



- 3. Classrooms, labs, library, art/music block and other facilities for the grade 4-6 primary school (to be completed early 2011)**



- 4. Visitor/Staff house with 23 rooms in it**



Buses

With boarding catering for almost 900 students, pressure was taken off the current 20 school buses. Thus, even though a large number of students and staff joined the schools in 2010, no buses were purchased during 2010.

Publicity and Promotion

The Website: Thanks again to Richard Pagliaro, Roumen Staykov and Graham West from Adelaide, South Australia, for their commitment to our school website- www.schoolofstjude.co.tz. The number of genuine hits on the website has really increased over the past few years, indicating the website has become a valuable source of information about the school and a place for donations to be made.

A four month promotional tour was made by Gemma and Sarah Henry in the first half of 2010. Kim Saville followed up with another promotional tour in the later part of the year, which covered Europe, USA and Australia over a six week period.

The focus for 2010 within the Marketing Team has been to develop strategies which provide greater opportunities for media coverage and long term sustainability within marketing relationships. For example, creating opportunities to tell the current story of St Jude's within the media without reiterating what has already been reported in previous years.

Overall attention has also been given to the St Jude's brand; both physical branding which involves website, newsletters and sponsorship collateral and reputation risk.

Some of the projects completed in 2010 were:

1. Introduction of the [eCard Gift](#) - A product sold on the website allowing donors to support St Jude's and find that thoughtful birthday, anniversary or Christmas gift for a special someone.
2. [The Hopeful Chef Cookbook](#) is now on sale, a beautiful cookbook with recipes from local St Jude's staff to high-profile chefs in Australia.



3. All post offices around Tanzania are now selling St Jude's stamps. These [Souvenir Stamp Packs](#) are available on the St Jude's website. See picture on the left.



4. The production of a St Jude's Kanga



5. The production of St Jude's shirts. Different sizes are available for visitors to purchase.

Visitors to The School of St Jude

No matter how many photographs or videos you see of the school, it's not until you're here and taken around the various campuses that you really grasp the enormity of this whole project. We are so grateful that so many of our supporters make the effort to come to Arusha and see for themselves what a difference they're making to so many lives.

With over 1000 visitors coming to the Moshono campus in 2010 alone, many people now have firsthand knowledge of how the school functions and why we're here. Great numbers of visitors have also made the journey to the Usa River campus, conveniently situated on the main road from Mt Kilimanjaro International Airport.

Below represents just a tiny portion of visitors who came by themselves, as couples or family groups:



Rotary has been a huge part of The School of St Jude since before the school even started. It was a Rotary volunteer team who helped to build the first classrooms! At the start of 2010, we were very blessed to have the immediate Past World Rotary President (from Korea), his wife and a delegation of 70 Rotarians visit the school. It was an honour to show them how Rotarians are supporting education in Africa.



Rotary Volunteer groups continue to support St Jude's. During 2010, the school hosted several Rotary volunteer groups. They made a great contribution to the school in various ways; painting, making furniture, helping in the library and much more! They also return home as great ambassadors of the school.



2010 was also the year that many other types of groups came to visit St Jude's. Below are just a few:

Mums on a Mission raised \$20,000 for St Jude's whilst climbing Mt Kilimanjaro



Groups through Travel companies like Icon Adventures



Captain's Choice Tour groups now have St Jude's on their Tanzanian itinerary.



Our first official St Jude's Mt Kilimanjaro climbers raised approx \$28,000 for St Jude's



School groups like MLC (above left) and St Vincent's College (above right)



St Jude's own organised Tour Groups came to visit the school in June, July and October.

We look forward to hosting even more special visitors in 2011.