

FOUNDING DIRECTOR'S ANNUAL REPORT FOR THE YEAR 2014



HIGHLIGHTS

The principal activity of the School is to provide high-quality education to the poorest of the poor.

In 2014 the student number increased to 1899 of which 1,388 were boarders and a staff number of 375.

2014 marked the first year that we opened Form 6.

July 2014 also marked the date when our charity in Australia (East Africa Fund Inc) was given tax deductibility:

<http://abr.business.gov.au/SearchByAbn.aspx?abn=86966180821>

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:



Bibiana Mardai –Chairperson (Tanzanian) (*photo left*)

Members:

- Mary Maeda (Tanzanian)
- Modest Akida (Tanzanian)
- Nicholas Duhia (Tanzanian)
- Mark Cubit (Australian)
- Gemma Sisia (Australian)

There are 3 schools of St Jude's. Each school is registered with Ministry of Education in Tanzania:

- The School of St Jude Upper Primary School, Moshono Village has Certificate No. AR.02/7011
- The School of St Jude Lower Primary School, Moshono Village has Certificate No. AR.02/7011
- The School of St Jude Secondary School, Usa Village has Certificate No. S.4459

There are two boarding campuses:

- Usa River boarding campus which caters for 976 boarders from Form 1 to Form 6; and
- Moivaro boarding campus which caters for 412 boarders from Standard 5 to Standard 7.

OUR STUDENTS

During 2014 there were the following enrolled students:

- 510 students enrolled at the Lower Primary campus at Moshono
- 413 students enrolled at the Upper Primary Campus at Moshono
- 976 students enrolled at the Secondary Campus at Usa River

Of the students enrolled, 98% are on a full sponsorship. This means that they are given free tuition, uniforms, boarding, stationary, textbooks, food and excursions etc. Pupils come from villages up to 60 kilometers 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, Future Happiness, Living Water Children's Centre and Malaika

In Secondary, the Form 2 students sat the Tanzanian National Exams and achieved very good results whereby 61 % achieved distinction. The Form 4 students were ranked 3rd in the region out of 146 schools and 24th at national level out of 2,322 schools.

Thanks to the dedication of the staff involved in their preparations.

OUR STAFF

<u>Full time at end of 2014</u>	<u>Number of staff</u>
Academic staff	181
Groundsmen	10
Cooking / cleaning staff	35
Trades people	25
Nurses	3
Security guards	23
Drivers	22
Administration staff across all schools and boarding campuses	76
Total	375

School leadership

At the Moshono Sisia Primary Campus, there are two primary schools-Upper and Lower.

The Primary Committee is a statutory organ made up of mainly parents which oversees the operations of the primary schools on behalf of the School of St Jude Board Ltd and the Tanzanian Government.

Members of the Primary Committee during 2014 were:



Emmanuel Dominic Mologa- Chairperson (parent) (*photo left*)
 Elizabeth Thomas- Assistant Chairperson (parent) (*photo second left*)
 George Stephen- Lower Primary Headmaster- Secretary
 Peter Manjalla- Upper Primary Headmaster- Secretary
 Joseph Said Mollel (parent)
 Lota Lazaro (parent)
 Richard Lomayani (parent)
 Jovitus Cyprian- representing Upper Primary academic staff
 Magdalena Manyaga- representing Lower Primary academic staff
 Habibu Mushi- for the District Education Office (DEO)
 Sister Virginia Mwasu- representing the Parish
 Susana Kingu –representing non-academic staff

Leadership team of the Lower Primary School



Headmaster: George Stephen
 Welfare Deputy- Reginald Mongi
 Academic Master: Jonas Michael
 Curriculum Deputy- Boniface Mbuso

Leadership team of the Upper Primary School



From left:

Curriculum Deputy- Ramadhani Shemnga

Headmaster - Peter Manjalla

Boarding Manager- Sister Virginia Mwasu

Welfare Deputy- Husna Mdoe

Academic Master - Sebastian Gitbang

The Secondary Board is a statutory organ which helps to oversee the secondary school and gives recommendations/reports to both the school owner (School of St Jude Ltd) and the Tanzanian Government.

Members of the Secondary Board during 2014 were:



Phil Klerruu-Chairperson (*photo left*)

Jacqueline Mkindi-Vice Chairperson (*photo second left*)

Deusdedit Kakoko

Fausta E. Alfayo

Daniel Pallangyo

Andrew E. Shayo

Sr. Regina Namagheri

Abednego Mulokozi – representing The Regional Education Officer

Neema Mziray – representing academic staff

Rasul Abdul - (Headmaster)/Secretary of the Board (*photo left*)



Leadership team at the Secondary School:

Seraphine Lyimo-O level Academic Master

Revocatus Pharao- A level Academic Master

Operations Deputy-Samwel Christopher

Pendo Jeremiah- Curriculum Deputy

Jennifer Daniel- Welfare Deputy

ACADEMIC RESULTS

The School performed well across all exam year levels in 2014, consistently ranking in the top x%

Year level	Exam Type	# Sat exams	Class average mark	Results
Standard 4	National	139	84.6%	District ranking 5/113 schools 78% received A grade 23% received B grade 0% C or D grade
Standard 7	National	139	185.0360	District ranking 5/102 schools Regional ranking 15/589 schools National ranking 228/15,867 school

Form 2	National Mock	208	68%	
Form 2	National	208	61% (Distinction)	Regional ranking 4/355 schools 92% received Distinction 7% received Merit 1% received Credit
Form 4	National	127	56% (Distinction)	Regional ranking 3/146 schools National ranking 24/2,322 schools
Form 6	Zonal Mock	61	GPA 3.1	Regional ranking 3/14 schools

INCOME

During 2014 USD\$5,282,376 was received in Tanzania to run and further expand The School of St Jude.

The school receives almost no financial support from government bodies and so relies totally on sponsorship and donation income to cover running costs (including maintenance of all buildings and equipment) for all schools and boarding campuses.

The money received came from two sources:

Sponsorship: of Students, Teachers, Buses and Boarding Rooms

USD\$2,623,505 was received in sponsorship money during 2014, from 2291 sponsors.

Below is a breakdown of the number of all sponsors from different countries during 2014:

Country	No of Sponsors	Country	No of Sponsors
Australia	2058	Hong Kong	6
USA	115	Tanzania, United Arab Emirates	4 each
UK	44	Switzerland	3
New Zealand	26	Ireland, England, Germany, Malaysia, Malta, Netherlands, Northern Irelands	2 each
Canada	19	France, Italy, Saudi Arabia, Scotland, Argentina, Belgium, Chile, Denmark, Mexico	1 each
Singapore	13		

St Jude's sponsorship program is available to all students, and approximately 84% of the students at the school are currently sponsored. The remainder are available to be sponsored.

During 2014 the "A World Full of Possibilities" Sponsorship Appeal aimed to increase the level of sponsorship. The campaign began on 22 September 2014 and finished on Uniform Day in the first week of January 2015. This campaign successfully attracted another 68 sponsors to the School's sponsorship program.

Donations

USD\$2,658,871 was received in donations in 2014, from 1,303 donors.

A total of \$2,108,007 was donated by 95 donors who each gave more than USD\$5,000

Total donated in 2014	\$ 2,658,871
General donations	\$ 2,271,758

Appeal donations	\$ 383,345
Donations from Anonymous donors	\$ 3,768
Number of donors in 2014	1,303

Below is a breakdown of the percentage of donors from different countries during 2014:

Country	Percentage
Australia	85.8%
USA	6.8%
UK	1.7%
Other (Canada Hong Kong, Italy, Singapore, France, Tz, Kenya, Northern Ireland)	5.4%

The 2014 the ‘Make Your Mark’ annual general donations appeal provided donors with the opportunity to donate by purchasing one of 17 different appeal packages supporting different areas of the school including teacher resources, campus maintenance, food, IT needs and student support. An interactive webpage was created 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 donations made it possible for The School of St Jude to enroll more students into the school, and hire high-quality teaching staff. Next to the education itself, we provide state of the art boarding houses and daily healthy school meals for our students, which allow them to make the best of their free high-quality education.



The donations allowed the school to have excellent facilities and teaching tools, kept in perfect working condition by our maintenance staff. The donations helped us to build a new science lab at our secondary campus, solar water heaters to provide warm showers in a region of Tanzania that gets very cold. Using solar power is part of the school’s vision of sustainability. St Jude’s Supporters made it possible to buy new school buses, getting our students to and from school safely. Career Guidance and Community Service prepare our graduates for tertiary education and their professional careers. The following pages are some of the areas that the donations were allocated.

Twelve solar water heaters for boarding were Installed in 2014

Donations in 2014 helped to provide for:



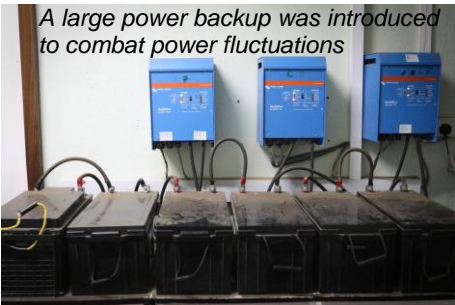
Meals



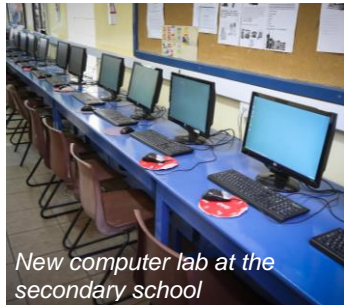
New science labs were established



Four new buses were purchased



A large power backup was introduced to combat power fluctuations



New computer lab at the secondary school

MARKETING & PROMOTION

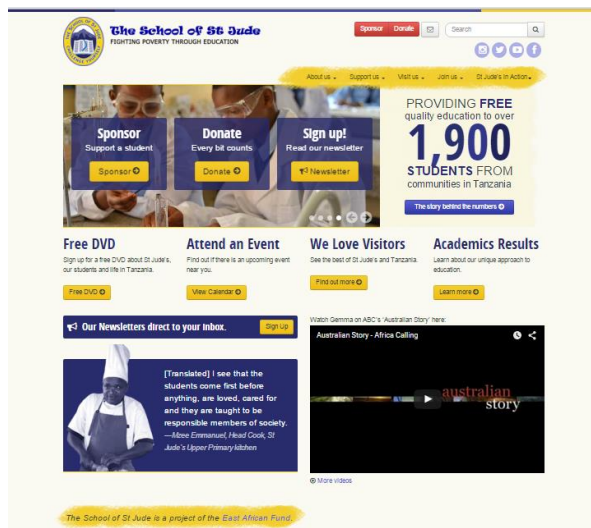
The school's international profile was boosted by a **visit from international celebrity Rebel Wilson**. Australian actress and comedian Rebel has been a St Jude's sponsor since 2006. During 2014 Rebel made a special trip to visit the school, and her sponsor student Winnie (4A), during a filming schedule in South Africa. As a result of the visit, St Jude's received worldwide media coverage in the Daily Mail.



Rebel Wilson and her sponsor student, Winnie



Gemma and Rebel on safari



The website underwent a major redesign and upgrade and was relaunched in 2014. Thanks again to Graham West from Adelaide, South Australia, for his commitment to the upgrade and ongoing maintenance of the new school website – www.schoolofstjude.org. Traffic to the new website has continued to increase, and the new site layout and content provides an improved user experience, with better access to St Jude's success stories and greater ease to donate and sponsor.

The new St Jude's website homepage

Tour promotion was high priority in 2014, with Gemma touring Australia in March; Gemma, Felix and Kim touring Australia in October; and Kim touring Europe and the USA in November. Gemma and Felix also made a special trip to Australia in June to present at the International Rotary Conference held in Sydney in 2014. Gemma was a key note speaker at the event, and St Jude's had a booth for the conference duration, which provided extraordinary opportunity to reach a global audience of Rotarians.



Gemma & Joe Hockey in Australia



With a St Peter's Lutheran college student in Brisbane



Felix presenting at a school in Guyra



Kim at British Tanzanian Society with President Kikwete





A key focus in 2014 was to maximize **media opportunities** for the school. A school visit by celebrity Rebel Wilson, and a presentation by Gemma at the International Rotary Conference provided increased opportunity for media coverage in Australia in particular. Throughout the year St Jude's received published media coverage in more than 30 online and print publications around the world.

Gemma on the set of Chanel 10's 'Wake Up' morning show

Supporter engagement continued to increase during 2014, with the newsletter subscription list reaching 13,285 at the end of the year; and facebook likes reaching 10,363.

The school received additional attention as a travel destination and accommodation following our listing on Trip Advisor in 2014. St Jude's is listed in two separate categories – as a day-visit 'attraction', and as an accommodation – and is receiving excellent reviews from visitors.

St Jude's welcomed **over 1200 visitors to St Jude's** in 2014, who now have firsthand knowledge of how the school functions and why we're here. 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. This is why 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.

FUTURE PLANS

In order to implement its functions, the School has formulated objectives and strategies as a guide towards development. The objectives set the direction towards which the School intends to go and what it is supposed to achieve. The objectives and strategies of the School are as follows:

1. To establish St Jude's as a Centre of Excellence for primary and secondary education;
2. To establish a sustainable business model for the School and all its activities;
3. To plan and implement the professionalization and localization of roles and positions;
4. To expand the School support base beyond Australia and beyond sponsorship;
5. To complete the building, curriculum, staffing and student intake needs for Forms V/VI;
6. To establish a support system for St Jude's graduates to pursue post-secondary learning;
7. To establish efficient, effective and transparent management structures and processes;
8. To facilitate and assist improvements in teaching and learning in Tanzania.

Over the coming 12 months specifically we would like to:

1. **Graduate our first form 6.**
Many of them will enter our community service year and teach at local government schools ahead of applying for University places in 2017.
2. **Undertake the following projects:**
 - a. Create a new large car park at Moshono campus
 - b. Start a building and amenities refurbishment program at the three campuses
 - c. Continue on with the localisation of business office functions
 - d. Organise the local governing organisations to better manage the three schools
 - e. Formally launch new finance, HR and operational manuals
 - f. Continue departmental rationalisation program
3. **Establish a St Jude's Graduate Program**
In 2014 a 'Tertiary' team was established and is now in the early stages of organising the first class of graduates' Community Service Year (to begin in mid-2015), followed by tertiary education (to commence in September 2016).

With respect to the Community Service Year, in 2014 St Jude's liaised at length with the Regional Education Office and local government schools, in order to determine the greatest needs for the public education system. Through these discussions St Jude's, liaising with the REO, established a program that would see our graduates placed in the local schools that were most desperate for teachers, teaching subjects that few teachers are qualified or inclined to teach.

In preparation for the years to come, Tertiary staff visited and conducted research at more than 60 universities and other institutions across Tanzania, Uganda, Kenya, South Africa and Malawi in 2014. St Jude's staff gathered detailed information on degrees available at various universities, entry requirements, the cost of different qualifications, other associated expenses, and much more.

Additionally, St Jude's communicated with each of the Form 6 sponsors about the Community Service Year that their student would undertake the following year, explaining how the initiative would operate and gauging sponsors' ability and willingness to continue their sponsorship throughout the new program.