

A close-up photograph of a young child with dark skin and hair, wearing a red patterned dress. The child is looking intently at a colorful book held in their hands. The background is softly blurred, showing another person in a green shirt. The image is framed with rounded corners.

2014

# Annual Report

Forever  Angels  
USA



## Contents

- 3 A Welcome from the Board President
- 4 Vision and Mission
- 5 2014: The Year In Review
- 8 Project Overview: The Forever Angels Baby Home
- 10 Project Overview: The Maisha Matters Project
- 12 2014 Financial Review and 2015 Goals & Outlook
- 15 Gratitude to our Donors



“We are a small charity with a large responsibility to the littlest members of our global community.”

Dear Friends,

April 2015

2014 was a very important year for Forever Angels USA. After two years of hard work setting up FAUSA and jumping through all manner of regulatory hoops we finally had the chance to strengthen our team, start working on our strategy and approach to fundraising, and begin raising awareness in the USA.

We were lucky enough to have two new board members join the team, bringing much needed skills and a renewed enthusiasm for the cause. The team solidified its commitment to raising awareness of and funds for vulnerable children in Tanzania and developed the 2014 strategy. This saw us expand our fundraising efforts to include a number of new giving platforms and strengthen our fundraising efforts. We created our ‘brand’ and launched our website.

Towards the end of 2014 we approved our first grant for the Forever Angels Baby Home in Mwanza, Tanzania. Forever Angels is a unique organisation that was established to serve the needs of the most vulnerable children in the Mwanza region – newborns and infants. Over an 8-year period the Baby Home has worked tirelessly to develop an approach to this vulnerable group of children that maximises the opportunity for children to remain with or return to their families in more than 80% of cases. When this is not possible the Baby Home finds loving homes for the children in their care. The work that the Baby Home does is discussed further in this report along with the pioneering community project that it has launched in the last 12 months.

As we enter 2015 we are poised to capitalise on the success of 2014, continuing to develop a strong and dedicated network of supporters to provide support for more children in Tanzania. Together we can ensure every child knows love in their lives.

Sincerely,

Emma Parker,

Forever Angels USA Board President

## Our Vision

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A world in which every orphaned and vulnerable child in Africa has the chance to grow up in a family with access to love, nutrition and health care.

## Our Mission

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Forever Angels USA is a 501c3 public charity that provides financial assistance to programs that provide life saving care to vulnerable and orphaned children in Tanzania and to sustainable outreach initiatives that empower families to stay together.

We currently deliver this mission through supporting the Forever Angels Baby Home in Mwanza, Tanzania and the outreach work they do through The Maisha Matters Project, supporting impoverished families in their local community.

## 2014 | The Year in Review



We are a U.S. based 501c3 public charity whose roots are based in Tanzania.

2014 was a year of much growth for Forever Angels USA (FAUSA). The board of directors was strengthened with two new members. Caroline Lindsley joined at the start of 2014, driven by a strong connection to East Africa. Caroline came on board to help us revitalize our marketing and governance strategy. In the second half of the year Kristi Koon joined us. Kristi is a professional fundraiser for the ALS Association, the organization behind the ice bucket challenge. Kristi is a leader in her field and brings a much needed set of fundraising skills and a successful track record in the not for profit sector.

In May 2014 Emma Parker and Amber Wilson – founders and current Directors of FAUSA - visited the Forever Angels Baby Home in Mwanza, Tanzania to catch up with the progress of its operations and reconnect with old friends. Their trip report follows.

During the year the Board of Directors worked tirelessly to lay the foundations of the organization and developed tools, procedures and policies that will allow FAUSA to work in a more effective way moving forward.

FAUSA set up a variety of crucial giving platforms to allow supporters to give in a number of easy ways. FAUSA registered with Guidestar and set up its JustGive platform, which paved the way to establish its PayPal account, and registered with Amazon Smiles – the online shopping platform that allows customers to donate to their chosen charity while doing their day to day shopping.

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FAUSA developed a website which enhances contact with supporters. The team designed a logo and developed a set of marketing materials, creating an identity for the organization. FAUSA also began utilizing public relations tools to more effectively communicate with donors, volunteers and funding sources alike. All of these steps are critical to the growth and success of public charities in today's world.

2014 was not just a year of organizational growth. In 2014 FAUSA raised more funds than in 2013 thanks to generous private donations and thousands raised during an online fundraiser aimed specifically at raising funds for the Maisha Matters Project. Both the incoming funds and organizational readiness enabled FAUSA to approve its first official grant request from the Forever Angels Baby Home for \$25,000, the sum of which was earmarked for distribution in the early months of 2015.



## A Return to Red Soil: FAUSA Board Members Visit The Baby Home

In May 2014 Board President & Secretary, Emma Parker and Amber Wilson, travelled back to their home away from home – Mwanza, Tanzania, to revisit the Forever Angels Baby Home. They each had spent years in total on site at the Baby Home providing hands on care to the babies and invaluable administrative and program development assistance. It had been 8 months since they had last set foot on the red African earth and worked alongside the remarkable staff, nurturing the little ones at the Home. They found the program to be as well run as ever with dedication intact and dreams building.

2014 was a year of huge transition for the Forever Angels Baby Home. Eight years after establishing and running the organization Amy Hathaway prepared to leave Tanzania and return to the UK with her family. Amy and a small team of volunteers spent 4 years training a dedicated team of Tanzania staff to take over the long-term management of the orphanage. Forever Angels had aspired to be 100% Tanzanian run within 10 years; this was achieved in 8.

During Emma and Amber's visit they saw this transitional phase and the exemplary standards that the Tanzanian staff were maintaining. The approach of the management and staff was very progressive and Emma and Amber found that they were always working hard to find solutions to keep children within their families through a number of innovative community and outreach programs, including the Maisha Matters Project.

The FAUSA Board maintains strong links with the UK and Tanzanian board and management team and Emma, Amber and other members of the board plan to visit periodically over the years. There is no better way to gain and sustain deep faith in a project than knowing it in the flesh. It is this historical and ongoing relationship to the projects that FAUSA supports that makes FAUSA's fundraising efforts so compelling.



The Baby Home is a safe haven that the community looks to for guidance, support and hope.

## The Forever Angels Baby Home

Nobody wants to abandon a baby. Many do out of a sense of hopelessness and despair. Others do out of a heartbroken recognition that a place like the Baby Home might be their only hope to save their child.

Excellent interim care homes for infants and young children, such as the Forever Angels Baby Home, are rare both globally and within Tanzania. 8 years after it opened its doors, the Forever Angels Baby Home continues to nurture some of the region's most vulnerable infants and children. It serves as a critical safe haven, without which access to a healthy start would be denied so many innocent children.

The Baby Home continued to be heavily utilized by the local community in 2014. The Baby Home

(Continued)



# 44

Babies arrived on the doorstep of the Baby Home in 2014 in need of care.

can care for up to 60 babies at one time. At any given time there are babies who have lived at the Home for a number of years and infants who have just arrived, found abandoned at a police station or brought by a loving non-birth caregiver who was feeding the infant tea and water for lack of funds to purchase formula.

To date the Baby Home has successfully returned roughly 80% of the babies in their care to biological families or new adoptive families. In 2014 11 babies entered into adoptive family systems and 13 returned home to family. They are able to achieve such tremendous success not just because their design is as an interim care home, not a long term orphanage, but

also due to its close ties with the Tanzanian Social Welfare system, area HIV clinics, regional police departments and the local community. Furthermore, embedded in the charity's value structure is a deep commitment to returning babies to their family system when they are well enough to do so.

While Forever Angels is highly dedicated to community outreach work to keep babies from being abandoned in the first place, the need for a care home such as the Baby Home is ongoing. It is the Board's intention in 2015 to redouble efforts to support the Baby Home because it is clear the need is great and the care exceptional.

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Total 2014 operational costs for the Forever Angels Baby Home:

# \$273,465

# The Maisha Matters Project

Every day infants and young children in Tanzania lose a mother in childbirth, to HIV/AIDS or from crippling poverty. These children are at high risk of being inadequately cared for, malnourished, or abandoned. Even if extended family is well intentioned poverty frequently limits a family's ability to provide care for its littlest members.

As a natural extension of the work done within the walls of the Baby Home, Forever Angels has long provided outreach support to its local

community. The Maisha Matters Project was initially folded into the far-reaching and varied outreach work provided to families the Forever Angels staff met through the Baby Home. Today it is a focused effort designed to keep vulnerable babies at home, within their communities, while simultaneously effecting lasting, sustainable change for an entire family. The project provides nutritional (formula) support to babies living without a lactating mother; longitudinal wellness checks; health education to caregivers and families on infant growth, development and wellness needs as well as HIV/AIDs prevention & care management; provides mosquito nets to every family to protect against malaria which kills between

60,000-80,000 individuals every year; and provides seed capital grants to motivated families and caregivers (who are 90% women) to ensure they can provide for themselves and their families in the years to come. It is expected that within 12 months of partnering with the project participant families will become self-sufficient and babies will be thriving. Support will not be cut off, however, if families are struggling. Advisory support will be available indefinitely to ensure a family can have a second chance at success.

While currently being run under the operational budget of the Forever Angels Baby Home, it is anticipated that the Maisha Matters Project will obtain separate NGO status in 2015. (Continued)

# 48

Families partnered  
with the Maisha  
Matters Project in  
2014.



# 100%

Of Maisha family  
babies have gained  
weight and thrived.

# 100%

Of Maisha families  
report an improved  
quality of life.

In order to help the project grow sustainably the Forever Angels staff will begin collecting essential qualitative data on the effects of the Maisha Matters Project. The projected number of babies to receive nutritional support in 2015 is 50. The projected number of secondary beneficiaries is 350, factoring in that on average there are 5 children per household, in addition to the primary beneficiary – the baby. It is anticipated that among other indicators of success 80% of families will increase their weekly income; 80% of families will experience a decrease in the number of malaria cases; 50% of families will see an increase in the number of children enrolled in school; and 80% of families of HIV positive babies will report to HIV clinic for testing.

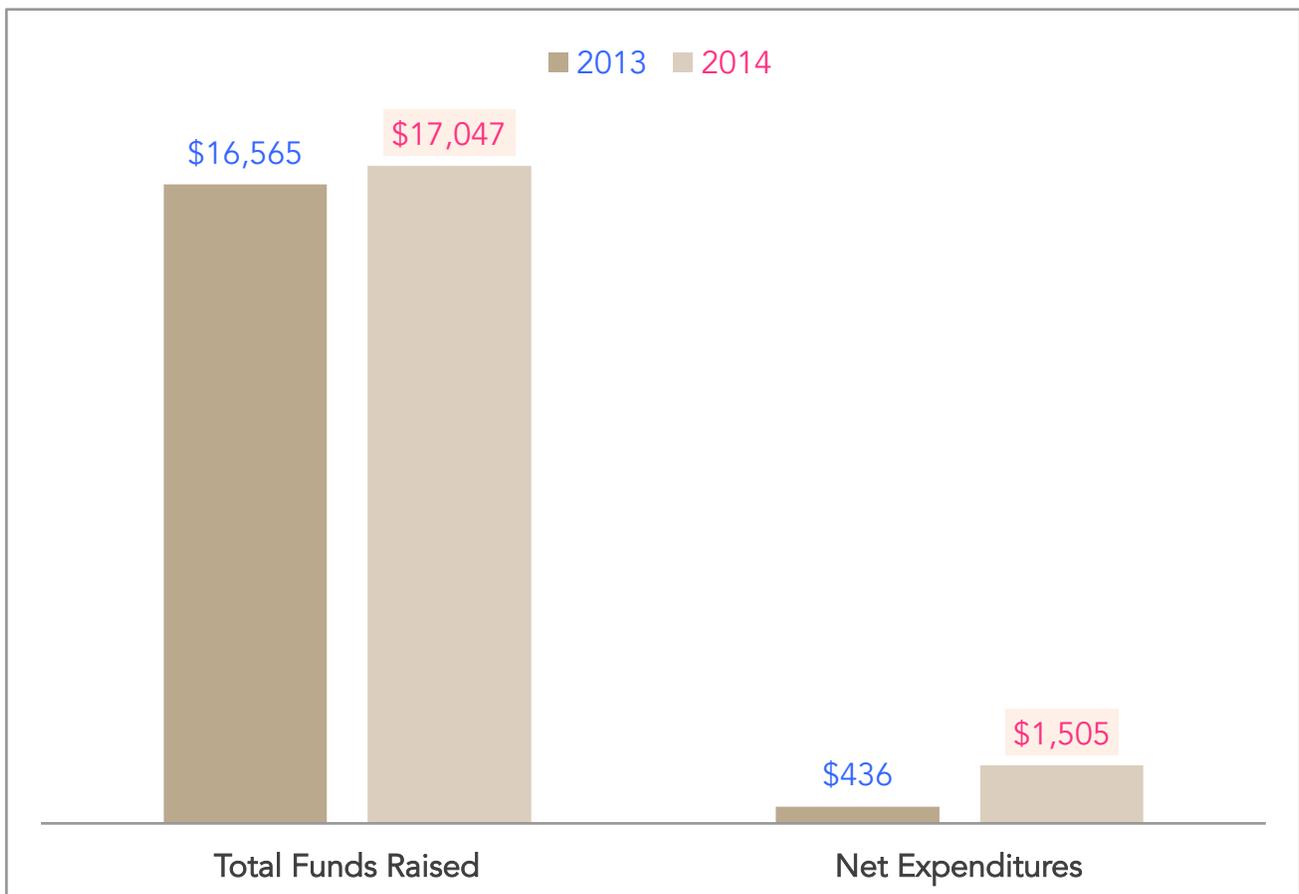
The impact of the Maisha Matters Project has the potential to expand beyond the local Mwanza community served by the Baby Home. The hope is that the effects of the project can cascade to other regions in Tanzania by sharing project goals and outcomes with other Tanzanian organizations caring for at risk children.

# 2014 | Financial Review

\$10,090 raised during the  
2014 Holiday Fundraiser

128 individuals donated to the  
cause throughout 2014

14 individuals donated on a  
recurring monthly basis

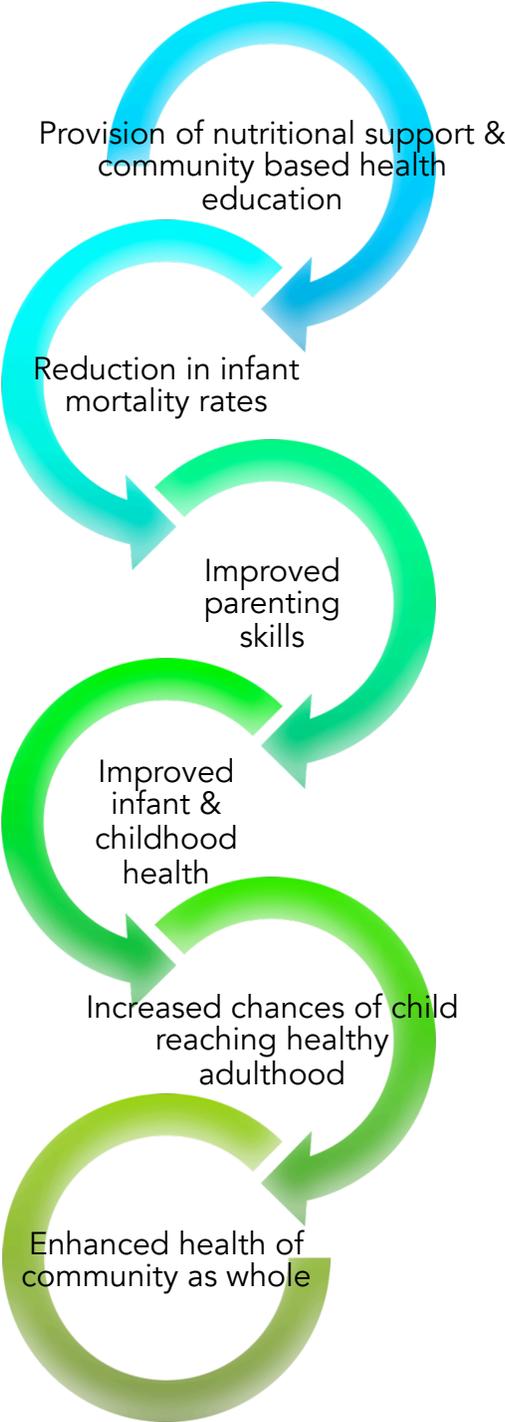


The Board of Directors of Forever Angels USA has agreed on a new strategic plan that aims to secure sustainable financial growth with which to fund our mission targets and enable the charity to maximize the positive impact it can have on the lives of orphaned and vulnerable children and families.

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- Raise \$30,000 in 2015 with which to:
  - Provide the financial assistance necessary to support and house 30 vulnerable infants and babies in Mwanza, Tanzania.
  - Work with our partners to help 10 families climb their way out of poverty through the provision of seed capital grants.
  - Work with our partners to keep 15 families together and their children out of care institutions through the provision of community health education and nutritional support.
- Raise awareness within the USA of the need in Tanzania.
- Diversify FAUSA's income resources to include grants and corporate sponsorship.
- Increase the numbers of recurring monthly donors.

The projects we support are part of over-arching community health efforts that have powerful and far-reaching effects.



Thank you to everyone who has supported us financially, who has donated goods, campaigned for us, and volunteered their time and skills. Your generosity has helped to change the stories of so many disadvantaged children and families.

And an extra special thank you to all the inspiring children, young people and families we work for.

James & Candy Arbour \*

Charles Arnold

S. Bryn Austin

Betsy Barnet

Judith Baugin \*

Brenda Bauldry

Rachel Bier \*

Timothy Boon

Jennifer Boyd

Greta Brosnahan

Warren Buford

Chris Burn

Jackie Burns

Moira & Patrick Cahan

Alexandra Campbell

Jannee Campero

Katie Clarke

Amy Coe & Carol Rohl

Marlena Coelho

Joan & Steve Cohen

Constance Cohen

Fiona Comley

Margaret Coutts

Mary Cullen

Lauren Davis

Tina-Lyn Demasi

Zoe Dixon

Yuefeng Dyson

Sian Evans

Bob Foster

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Shaun Glaze

Karishma Goundar

Jeanette Grimley

Pat Kelley & Craig Hafner

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Jeanette Havercroft

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Nadia Kaegi

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Bernadette LaCroix

Tyler Lane

Charlene Langdale

Mahri Leonard-Fleckman

Caroline & Cole Lindsley \*

Alexandra Lorusso

April Maciborka

Lauren & Andrew Maclennan

Shelly Magno

Taransay Majury

Jeffrey Malaihollo

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Gail Miller  
Liz Millette  
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Mary Mulhearn  
Jessica & Michael O'Keefe  
Mandy O'Mahony  
Emma & Amber Parker-Wilson  
Vicki Partridge  
Kimberley Pettigrew  
Lisa Portwood  
Ciara Portwood \*  
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Elizabeth Roberts  
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Ralph Singer  
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Vaughan Smith  
Matt Sonefeldt  
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Ruth Valerio  
Jan Vicars

Jane Wile  
Andie Wilson  
Natalie Wilson \*  
Jamie Yi  
Craig Zeltsar

- Recurring monthly donors

Tara Vicars  
Debra Vinci  
Charlotte Wadsworth  
Cecily Wait  
Nicolette Whittington

## FAUSA Board of Directors

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Emma Parker - President

Amber Wilson – Secretary Treasurer

Ciara Portwood - Vice President, West Coast

Jeanne McCarthy – Vice President, East Coast

Kristi Koon - Fundraising & Marketing

Caroline Lindsley - Treasurer

## Legal Advisors

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