



*Students demonstrating growing progress at Kuwala measured  
by environmental stewardship and technical skills.*



**KUWALA**  
Christian Girls School

## **2020 ANNUAL REPORT**

**OUR PROGRESS IS GROWING FUTURES**

REV. C | 21\_052



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**Images:** The campus provided regular testing and maintained a bubble with students and staff. Some images provided were taken before the pandemic; some were taken after the standard 14 day quarantine. Limited contact, masks + PPE, and social distancing were precautions taken in 2020 to keep the students safe. No student tested positive for COVID-19 in 2020. Students were tested by government health COVID-19 Rapid Response Team and on-site nurse. Campus security provided regular temp. checks.





# THE STORY

## OUR PROGRESS IS GROWING FUTURES

In 2017 a group of Canadians, following multiple trips to Malawi, Africa, combined forces with a determination to use their resources to support the people of Malawi. Through personal research and direct interactions, it was apparent that in Malawi — one of the world’s poorest nations — girls’ education would be the key towards growing futures.

**Mobilizing like-minded Canadians and aligning with a dedicated team of Malawians**, a clear vision was adopted for a boarding school that would provide free, high-quality education in a safe learning environment exclusively for girls from backgrounds of extreme poverty. Kuwala Christian Girls School was born from that vision and is on track to the ultimate goal of a 120 student school – a beacon of light and opportunity in one of the most impoverished areas of Malawi.

2020 saw significant advancements building on the first three years of operation. The vision is becoming a reality through the ongoing construction of high-quality facilities and continually expanding education offerings. Over the year, from developing on-campus housing for teachers and students to expanding greenhouse operations, to the

construction on St. Peter’s Assembly Hall as a central gathering place, progress has been swift. In 2020 we introduced basic computer training and expanding our science lab resources. Kuwala Christian Girls School continues to establish itself as a school providing a high-quality education in a safe atmosphere.

Based on a model of volunteer-driven work in Canada, a growing base of donors, and a continuous focus on value, cost control, we are changing lives; **we are growing futures.**

The images were taken circa 2017. In a few short years we have built a ‘green’ campus; check out the drone footage from **early 2021** to see the progress.



*In 2017 the Kuwala campus was just a vision. Myles Boonstra, Canadian board member is in the foreground. The property had no infrastructure or trees.*



Septic field, 2018.



60 bed hostel 2018.



Biodigester, 2018.



Community registration, 2018.



Water tower, 2018.



Campus, 2021.



# WHAT WE ARE BUILDING



Hostel



Waste Treatment



St. Peter's  
Assembly Hall



Soccer Pitch



1st Staff house



Water Tower



## UNDER CONSTRUCTION IN 2021

- 01 | Second Hostel (60 units)
- 02 | Completion of Soccer pitch
- 03 | Second staff house (duplex)
- 04 | Second greenhouse (steel frame)
- 05 | Grand opening of St. Peter's Assembly Hall w/commercial kitchen



Campus, 2021



Greenhouse

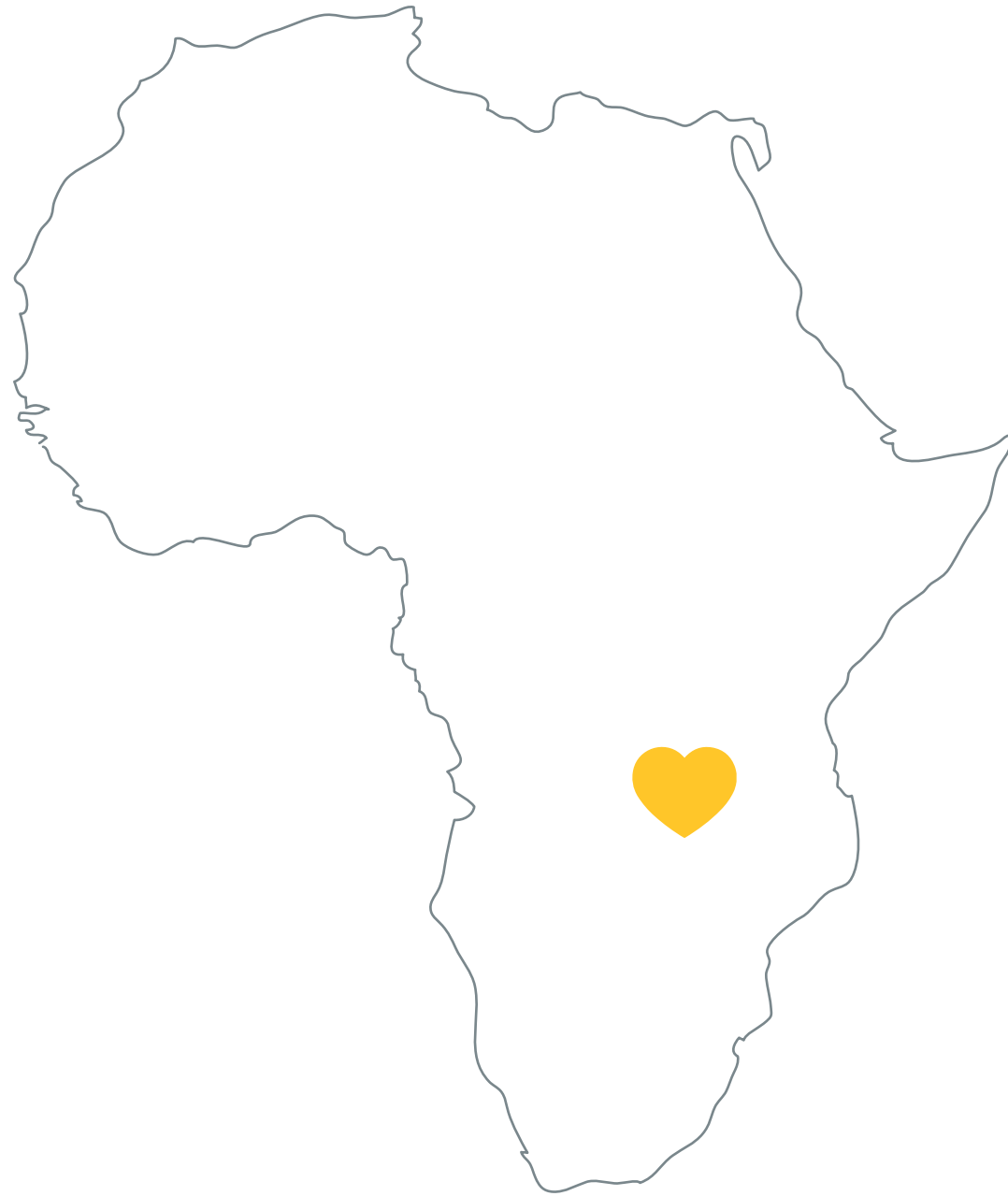


Classblocks



Gate entrance w/  
perimeter fencing

## ABOUT MALAWI



**Known as the warm heart of Africa**, Malawi is located in south central Africa with the majority of the population being subsistence farmers growing maize for food on small plots of land in Malawi.

One of the most **Christian dominant** communities in Africa, Malawi is also one of the poorest with **50% of the population living below the poverty line** and 70% living on less than \$1.25 per day. **48% of the population is under age 14** with 10 million children under age 20.





# REASONS TO INVEST IN KUWALA

Kuwala maintains a unique low cost management structure of the charity while maximizing the value of our **working partnerships** across **Canada** and **Malawi**. The Canadian operation provides funding and professional business management and the Malawian board provides oversight, ensuring operational excellence.



All girls at Kuwala come from extreme poverty. These girls are most at risk of pregnancy and child marriage. Our Canadian charity provides tuition for each girl in Malawi to receive a quality education in a safe environment. Our progress is working.

— **We are growing futures.**



To help with our fundraising Kuwala has a new website with a call to action for donations using Canada Helps.

[Donate now](#)





## THE CHALLENGE



*Keliter, student in foreground studying computer studies, Form 3 - equivalent to grade 11. At Kuwala, every student has a laptop, a rare occurrence in Malawi.*

## WHAT GIRLS FACE IN MALAWI

Girls in Malawi suffer disproportionately. Young girls face poverty, gender bias, starvation and child marriage. When girls attend school, they delay marriage and children by several years. Girls not in school typically marry early often as young as 13 and begin having children.

## KUWALA HELPS

Staying at the campus through high school gives girls more choices, they learn independent thinking which empowers them to break the poverty cycle. **We believe the solution is that simple.** Your donations go directly to helping build the Campus and support an all girls school in Malawi.



# VISION + MISSION



*Kuwala is teaching the girls to become young leaders in their communities. Student, Modester.*

## VISION

To empower Malawian girls through a Christian-based, meaningful education, to equip them for success, and to strengthen their communities for present and future generations.

## MISSION

Kuwala Christian Girls School is an accredited high school that operates within a biblically based learning community. A school where girls receive a quality education, become independent thinkers, discerning decision-makers, and change agents in their communities locally and globally, as faithful followers of Christ.



*Part of Kuwala's mission is to teach values of independent thinking, for example celebrating International Women's Day.*



## CORE VALUES



**Empowerment** – We provide and encourage the gift of knowledge with a Christ-centered education based on a biblical world view.



**Compassion** – We are committed to excellence and the development of Godly character by providing a safe, caring, living and learning environment.



**Community** – We want to inspire and equip the girls to serve in the local and global community.



**Stewardship** – We are faithful to the purpose of the resources entrusted to us for the accomplishment of our goals.



# CANADIAN BOARD MEMBERS



**Mark Kinzel**  
President & Chair

Mark is located in Winnipeg and is the Vice-Chair of IG Wealth Management.  
Mark.kinzel.kuwala@gmail.com

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**Myles Boonstra**  
Vice President & Vice-Chair

Myles is a senior professional engineer currently serving as the Director of Environmental Sustainability and Energy for healthcare in Manitoba.  
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**Susan Wiegner**  
Treasurer

Susan is retired from the financial services market as a senior Vice-President of Information Services.  
susan.wiegner.kuwala@gmail.com

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**Donalea Remillard**  
Secretary

Donalea is a credit analyst at a financial service company and lives in Winnipeg.  
donalea.remillard.kuwala@gmail.com

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**Darryl van Herksen**  
Director, Digital Marketing

Darryl is a creative director at Fannex, a live in-venue sports and entertainment technology company based in Winnipeg.  
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**Robert Granke**  
Director, Fundraising

Robert is a retired executive director of Canadian Lutheran World Relief. He has led many humanitarian world initiatives. He lives in Winnipeg.  
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**Ruth Hessmann**  
Director, Outreach

Ruth is a retired elementary school teacher who worked with Parkland School Division and stays connected by tutoring throughout the year. She lives in Spruce Grove, Alberta.  
ruth.hessmann.kuwala@gmail.com

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**Megan Roberts**  
Director

Megan is located in Winnipeg working as corporate legal counsel at Richardson International with experience in M&A, real estate and construction, and corporate/commercial law.  
megan.roberts.kuwala@gmail.com

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# MALAWIAN BOARD MEMBERS



**Memory Mdyetseni**, B.Arts in Biblical studies, and an Education minor, African Bible College, Malawi.

## Director

15 years experience as School Managing Director responsible for policy and general management. Memory’s leadership and professional experience are exceptional. She sits on the Kuwala Board since inception and is instrumental in guiding the direction of academics and administration in a consultant capacity.



**Henry Mdyetseni**, P. Eng.

## Director

Henry has over 15 years experience as a Schools Operations Director with his expertise and commitment to quality workmanship. He is instrumental in the growth of the Kuwala campus and grounds while also being a board member.



**Esther Kawale**, M.Sc. and Strategic Management

## Director

Esther is working as a programs Manager with Agricultural Commodity Exchange for Africa.



**Loyce Chilimsungwi**, M.Sc, B.B.A

## Director

Loyce holds a Master of Science, and Accounting in Finance from the University of Birmingham, and a Bachelor of Business Administration from the University of Malawi. Loyce is a Civil Servant working with the Malawi Government - Ministry of Finance, as a Deputy Budget Director.



**McLuwen Kachipanda**, MBA ( ESAMI), CPA (Malawi) with accreditation from the FCCA, ACCA

## Treasurer

McLuwen Kachipanda is a Country Procurement Manager at JTI Leaf Malawi Limited.

This partnership provides, expertise, commitment to quality, stewardship, and guidance. It is the main reason we have operational excellence and is instrumental in the growth of the Kuwala campus.



# MESSAGE FROM THE MALAWIAN BOARD

On behalf of all the workers and students at Kuwala Christian Girls Secondary school, I would like to sincerely thank our donors for the great job you are doing for us. You have provided us with employment that is supporting close to one hundred families.

You kept us busy during COVID-19 break whilst some of the companies and organizations were completely closed and they are closed to date. You have supported us with protective materials that made work easier and safer than we thought.

I would also like to thank you so much for another year of support to our students who are happy to be back at school. You have provided them with healthy food, clean water, electricity, and they don't take it for granted. Above all, you have given them(60) a right to quality education of which millions of Malawian girls are denied.

The community continue to say thank you for each one of you who has helped to construct Kuwala in their neighbourhood. They are the biggest beneficiary because Kuwala has added colour to their area.

Girls and boys have a reason to work hard in school. Local women and men work at Kuwala whenever there is need for such. Little girls and boys come to Kuwala for reading and writing sessions every Wednesday.This initiative is helping them to work even harder when they go to their local schools.

Play Video ▶

*Memory recalls what the students' first impressions were when they saw Kuwala's Campus for the first time.*  
1:29 min



**Memory Mdyetseni, Kuwala Board Director**



## CONSTRUCTION MANAGEMENT

We are always looking for partners to help us change the lives of girls through education as well as helping them change the lives of their families and their communities. There is a plan to continue developing the campus. To give teenage girls a better learning environment, we made Kuwala a boarding school. A safe environment is a requirement for learning and participation in a community with other girls, teachers, and support staff. To continue with work we are planning for the future and building the infrastructure today.



**Henry Mdyetseni, Kuwala Board Director**



# OUR FOCUS

Our focus is on accessible education for girls from rural areas and low-income families who would not afford this quality of education otherwise. The student must also have a desire to learn.

Kuwala achieves focus by providing a safe and healthy environment for its students, excellent care, and oversight. Our focus on a high standard of teaching results in a quality of education for the girls. Our partners in Malawi are dedicated and serve on the board to oversee the school’s plans and operations. It’s the Malawian board that is our secret to success. By empowering them, we all make the right choices.

Our Canadian board comprises of volunteers; each with a passion for girls’ education. A range of business, financial, marketing, philanthropic, and academic skill sets make the team highly effective in carrying out the Charity’s vision and mission.

There is no doubt that Kuwala is making a difference in the lives of these girls as they grow into young women. Our board has a strong vision. The mission has fresh ideas on how to improve education with access to new technology and the internet. We are keen to consider ways to make it possible for students to take the next step towards post-secondary education and vocational training.



**Play Video** ▶

*The Power of Education.*  
**Esther Kawale, Director**  
3:57 min

Kuwala is a school where potential students apply with parental sign-off to attend full-time where meals, room and board are provided through sponsorships. Malawian students are taught by Malawian teachers.





STUDENT SUCCESS



My favorite learning activity at Kuwala is computer skills, math, and learning English, sewing as well as planting trees at the campus.

**Hello, my name is Keliter,** a student at Kuwala. I come from a family of one sister and one brother. At Kuwala, I can achieve my life’s goals by continuing my education.

I enjoy living on campus because I have more time for studies, discussions with my friends, and asking questions to teachers after classes. I enjoy attending storytelling sessions as it improves my listening skills and my knowledge of understanding. I also attend Church services to help me grow spiritually after hearing the preaching. I enjoy playing soccer, acting, praying and reading books.



Keliter



# EDUCATION

Our education stream is consistent with the National Malawian School curriculum with all students participating in the national exams required to achieve passing grades. The school is designed to offer a secondary education program for Malawian Forms One through Four (consistent with grades 9-12 in Canada).

Beyond the core education, our students learn how to live and operate in a fully modern environment with most of our students for the first time experiencing secure housing, modern washrooms, bedrooms, regular meals through our cafeteria, access to electricity, and a modern school curriculum. Additional development in the areas of horticulture and sports compliments their overall development.

The school has 13 classes: English, literature, Chichewa language, mathematics, physics, chemistry, history, geography, social studies, biology, agriculture, Bible studies, and computer studies. All students in junior secondary school take Form One and Two.

Upon completion of Form 4, students write MSCE exams (Malawi School Certificate of Education). Successful Kuwala students are awarded the MSCE Certificate.

In Form Three and Four, students continue to take the required courses in; agriculture, biology, mathematics, English language and literature, and Chichewa language and literature. Students then select their elective courses in: chemistry/ physics, geography/history, social studies, and Bible studies.

Kuwala's teachers are Malawian certified to deliver the Forms of the curriculum.



David Forpenz, Chemistry teacher—demonstrating to students how to use a burette with a conical flask.



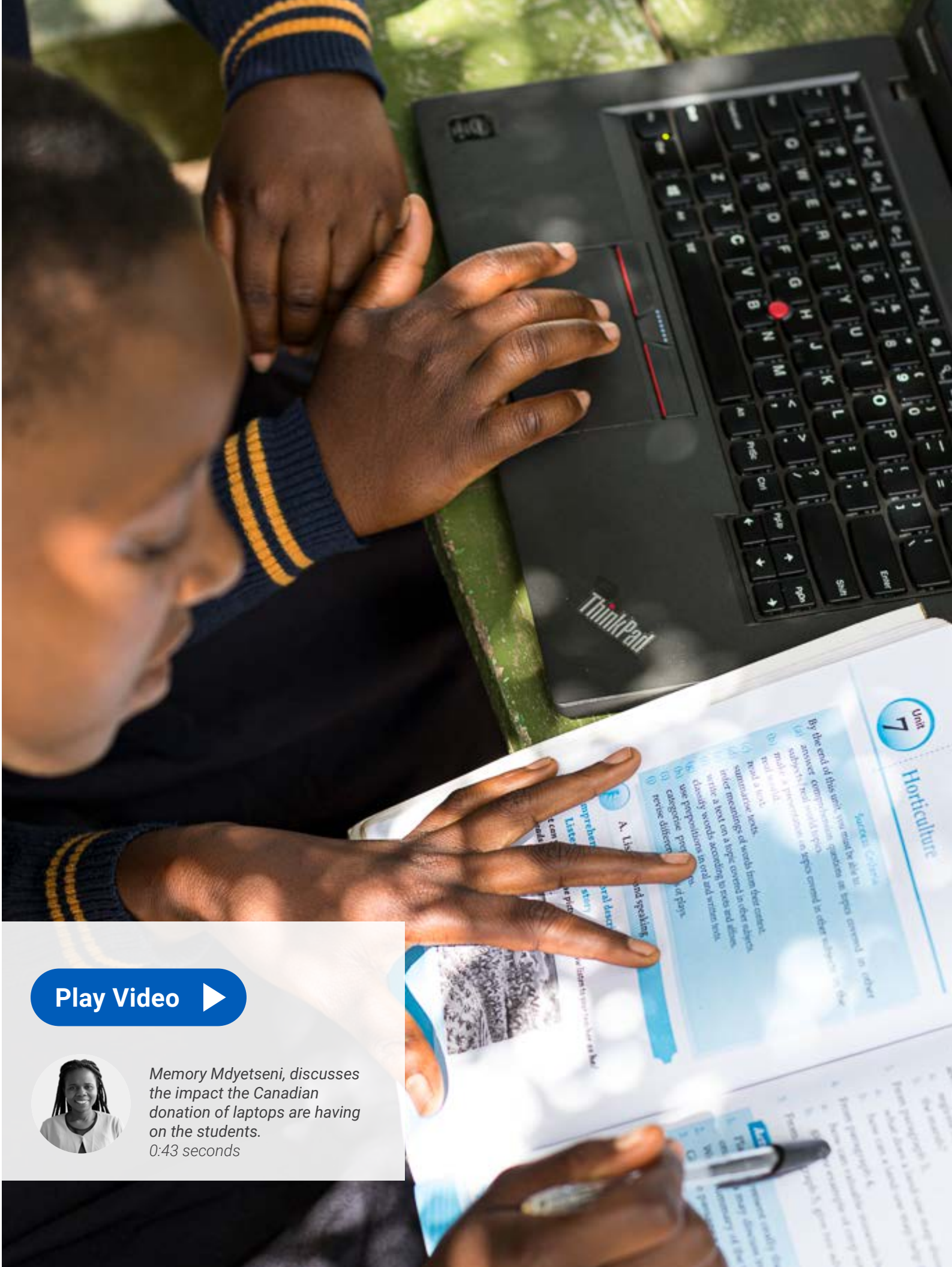
# INNOVATION

**The vision of a laptop per student** has been accomplished including setting up a computer network called, ARES — *African Ruggedized Education System*.

**As a registered school within the Malawian Ministry of Education** and our dedication to science and technology, we are creating an awareness of Kuwala’s reputation as a school of excellence. We focus on delivering the core national curriculum; we also teach sustainable life skills as evidence of the greenhouse and our second round of donated laptop computers scheduled for delivery in 2021 with a dedicated computer science lab. We believe all students and staff need to have computer literacy skills. It is rare in Africa to have this level of technology in a public or private school. Awareness about Kuwala’s progressive approach to education is starting to become noticed within the academic community in Malawi.

We are expanding the ARES computer network and in the process of planning our first Artificial Intelligence Education plan. Working with a rapidly broadening team of partners, we are now seeking

to bring together science, education and greenhouse farming utilizing mentorship and training from Canada via digital support. From a barren land of four years ago to a center of innovation, the changes are significant. We have advanced the STEM teaching methodology (Science, Technology, English, and Math). The core Malawian curriculum with the application of the knowledge to build a better campus, includes growing and selling our food. Our Malawian education partners are committed to adopting and introducing new programs so that students receive the best opportunity for success outside of the classroom.



**Play Video** ▶



Memory Mdyetseni, discusses the impact the Canadian donation of laptops are having on the students.  
0:43 seconds



# ENVIRONMENTAL STEWARDSHIP

From day one, the core focus of Kuwala has been on **respecting** and **renewing** the **environment** while **teaching** our students their responsibility as environmental custodians.

Environmental stewardship is the responsible use and protection of the environment. Examples of responsible use include limiting the harvest of natural resources but in Kuwala's case it's reinstating the natural environment. From the initial target for each student to plant and nurture ten trees, this has quickly expanded to what will soon be two greenhouses, a plant nursery, gardens and an orchard. We have planted almost 600 trees.

We are evaluating a the importance of Artificial Intelligence and a potential Microsoft® partnership and training to further expand the understanding of how land and water impact the ecosystem's productivity.

The commercial kitchen is almost complete and is part of St. Peter's Assembly Hall. We plan to process the garden's produce and lessen the dependency on outside food purchases—any excess from the food production activities are then sold at the local market and provides additional income to operate the Campus. It's a small contribution today but we expect this to grow substantially in the future, especially if we develop packaging and canning services at the Campus. Experience has taught us that you cannot have

environmental stewardship when food security is threaten. Taking care of the environment, conserving water, responsible agriculture, and increasing bio-diversity are all connected to human health.

Solar power was introduced to our classroom block building on the initial success of the first solar power project on the hostel. A "living wall" has been planted and maintained inside our perimeter fence to add to our security, campus greenery, and increasing bio-diversity.

Conservation of water begins with the proper treatment of wastewater. The infrastructure's capacity can safely handle 12x the current waste without damage to the surrounding environment. Huge cisterns on the water tower provide plenty of clean potable water. The head pressure created by the water tower then supplies running water to the Campus. The commercial-grade well and pump offer a renewable source of water to the cisterns. Plans call for a drip irrigation system to supply the second greenhouses that is 4x the size of the first greenhouse to conserve water at the campus.



Cecilia, Kuwala student tending to the 'living wall' at the property edge.



Orchard vines.



Modester, in the greenhouse.



Cistern for storing water.



# 2020 YEAR IN REVIEW

2020 was a busy year as construction continues. The most significant achievement is connecting to the power grid in late 2019-2020. Even with COVID-19 restrictions, construction continued with a 200 seat assembly hall and kitchen (St. Peter's Assembly Hall). We expect this construction to finish in 2021.

**The 60 laptop donation from Canada** has resulted in a computer science lab to teach basic computer skills. Our goal was to provide a laptop to every student and now this is a reality. In Malawi, providing this level of education in computer literacy is rare and is a huge competitive advantage to these girls when they enter the work force after graduation.

As we move into 2021, the Campus will continue with its environmental stewardship to plant trees and gardens and to utilize the greenhouse to produce products for the local market in the village.

In keeping with our environmental stewardship, the Campus girls are building living walls around the campus fences to provide shade, shelter for wildlife and reduce soil erosion.

COVID-19 presented challenges and the campus was closed for part of the year, however the students are making up for lost time by extending the school year past June in 2021.

In 2020, so much has been accomplished. Kuwala Christian Girls School has a new website and a robust new presence on Social Media. The girls advanced to Form 2 and achieved strong academic results, while also keeping active, staying healthy and safe, despite the pandemic.

Mr. McSensio Raphael, acting Headmaster and teacher with his family moved into the first campus staff house. New teachers in 2020 we added to the team and have collectively brought an ultimate feeling of success for 2020 despite the challenges of COVID-19.

St. Peter's Assembly Hall construction nears completion + one staff house completed.

Donated computers + computer science lab.

Connecting to power grid.

Clinic + Nurse + personal health teachings.

Teacher's house 2<sup>nd</sup> house, funding commitment received.

1<sup>st</sup> greenhouse built with production of tomatoes + 2<sup>nd</sup> greenhouse funded.

Security + property fencing w/living wall.





# 2020 IMPACT STATEMENT

All girls at Kuwala come from extreme poverty. These girls are most at risk of pregnancy and child marriage. Our Canadian charity provides tuition for each girl to receive a quality education in a safe environment. The Campus provides:

- 1 A balanced curriculum that exceeds Malawian education standards.
- 2 Safe boarding with access to essentials including a bed, modern plumbing, and electricity.
- 3 Nutritional food program supplemented with fresh vegetables grown on campus.
- 4 An on-site clinic with a nurse to provide access to timely health care.
- 5 Computer skills development, one laptop per student + teacher.
- 6 Extracurricular including faith-based community activities, sports, greenhouse tending, and tree planting.

**Kuwala is focused** on learning culture and staff development. The school currently employs 19 staff which will grow to 27 to support a full 120 student campus. We provide local employment in addition to providing education.

*Students planting a living wall at Kuwala.*





# MULTI-YEAR PLAN

As we move towards the end of our first five years in 2021 and look forward to our next five years, none of us would have predicted the amount of **progress** and the **impact** on the **future**.

The committed capital projects next year include a second hostel to introduce another group of 60 students in the fall of 2021, expanding our overall student population to our target of 120. Our current capital projects include our first staff house under construction, **St. Peter's Assembly Hall and kitchen nearing completion** with budgeting in 2019-2020.

A commitment to a second larger greenhouse, a new soccer pitch, and construction of a duplex staff to accommodate more on-site teachers. Slated for completion in 2021 is a guest house for visiting directors. Other capital projects targeted for 2022 include a second classroom/chemistry lab, and an updated computer lab.

We wish to develop innovative educational opportunities by leveraging technology and computers to build growing links with Canada. There will be occasions for distance learning, and we are searching for ways to expand our environmental stewardship where technology might play a role.

Our objective is to become nationally recognized in Malawi as a school of excellence. Our path is clear:

- Provide a free quality education for teenage girls in Malawi.
- Provide room and board at the Campus, so they stay in school.
- Remove the socio-economic factors that lead to teenage pregnancy.

When the girls graduate, they have independent thinking skills and can advocate for themselves and others in the community. It is the path out of poverty. The vision of success is to turn this into a development model for other foundations and charities to follow.

**Our progress is growing futures.**

# NEXT STEPS

Our **capital plan** for **2021-22** essentially gets us a campus that is self-contained. Must haves include:

2021	2022
1 Second greenhouse \$8,000 est Funding committed	1 Second classroom/lab complex. \$85,000 est
2 Guest house \$15,000 est	2 Third staff house, duplex \$70,000 est
3 Second hostel \$95,000 est	3 Continued expansion of solar power \$20,000 est
4 Second staff house \$38,000 est Funding committed	
5 Soccer pitch \$10,000 est Funding committed	





# 2020 FINANCIAL SUMMARY INSIGHTS

DESCRIPTION	\$CND FUNDS
Total support and revenue	342,002
School operating expenses	140,183
School construction	97,833
Management and general expenses	21,259
Fundraising expenses	276
Total expenses	259,275
Net income	82,727
Total assets	106,520
Total liabilities	5,672
Net asset balance	100,848

**All numbers are from 2020 audited statement.** Percent change of total support and revenue from 2019 to 2020 is -11.14%\* or a difference of -\$42,890. The decrease was the result of the COVID-19 pandemic where most charities saw a reduction of donations as the pandemic affected individuals ability to fund charities as the world went into a recession. Our total expenses in 2020 decreased by -40.77% or -\$71,787 from 2019, again this was due to COVID-19 restrictions and stoppages in either the school year or construction slowdowns for capital projects. Despite work slowdowns construction did continue. According to World Bank forecasts, the global economy shrunk by 5.2% in 2020. This would represent the deepest decline since the Second World War. KUWALA FINANCIAL NUMBERS REPORTED BY INDEPENDENT 3RD PARTY AUDIT. Note: Management expense ratio is calculated from management and general expenses divided by total support and revenue [x 100] to obtain a percentage.



2021 was a year like no other.

We have been approved by **CAF Canada** which means that **US donors can donate** to CAF America as a donor advised fund (i.e. designate that the funds go to Kuwala). By donating to CAF America they get a **tax receipt**. CAF America forwards the donation to CAF Canada which passes it on to Kuwala.

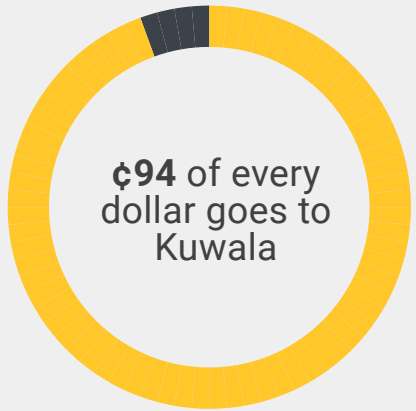
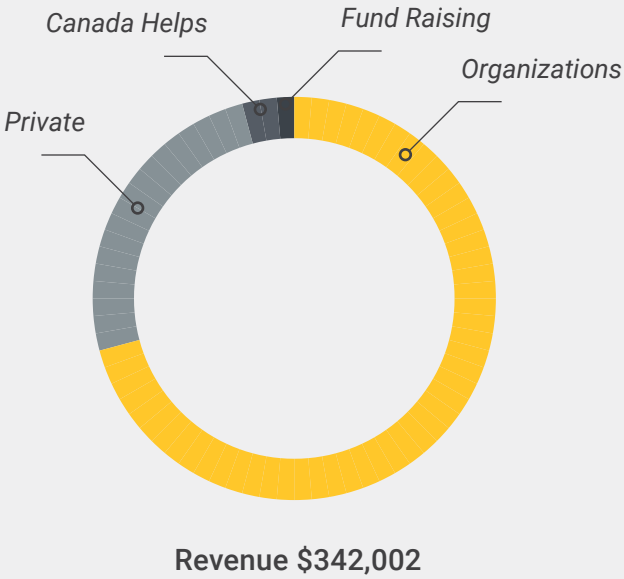
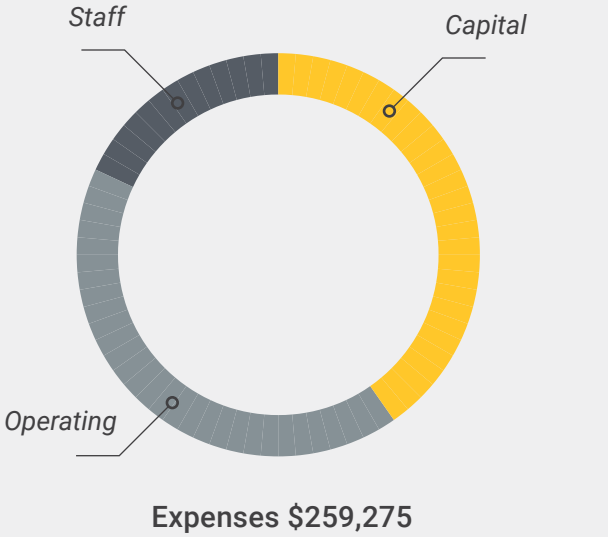
[LINK TO CAF WEBPAGE](#)

### COVID-19 impact on charities.

In 2020, two-thirds of charities have seen revenues drop by as much as one-third\*. Kuwala was impacted less because of the strong commitment of our support base, and our personal relationships. This loss in revenue was offset by a reduction in school operating expenses.

In 2021/22 we are planning to become active digitally by promoting stronger connections to Canada Helps on our website and promoting an "Adopt Kuwala" program for other faith-based organizations.

\*Source: Toronto Star, Marina Glogovac. Aug. 3-2020.



Management Expense Ratio: 6.2%



# INFRASTRUCTURE DEVELOPMENT | 2017-19 CAPITAL PROJECTS

Kuwala has **raised 80% of a \$1.3M capital budget. \$654,000 capital works have been completed** and an additional **\$240,000 has been secured**. To complete projects to support 120 students, a **final \$260,000 is required**. The table shows our progress and summarizes campus development and expenses for 2017 to 2019.

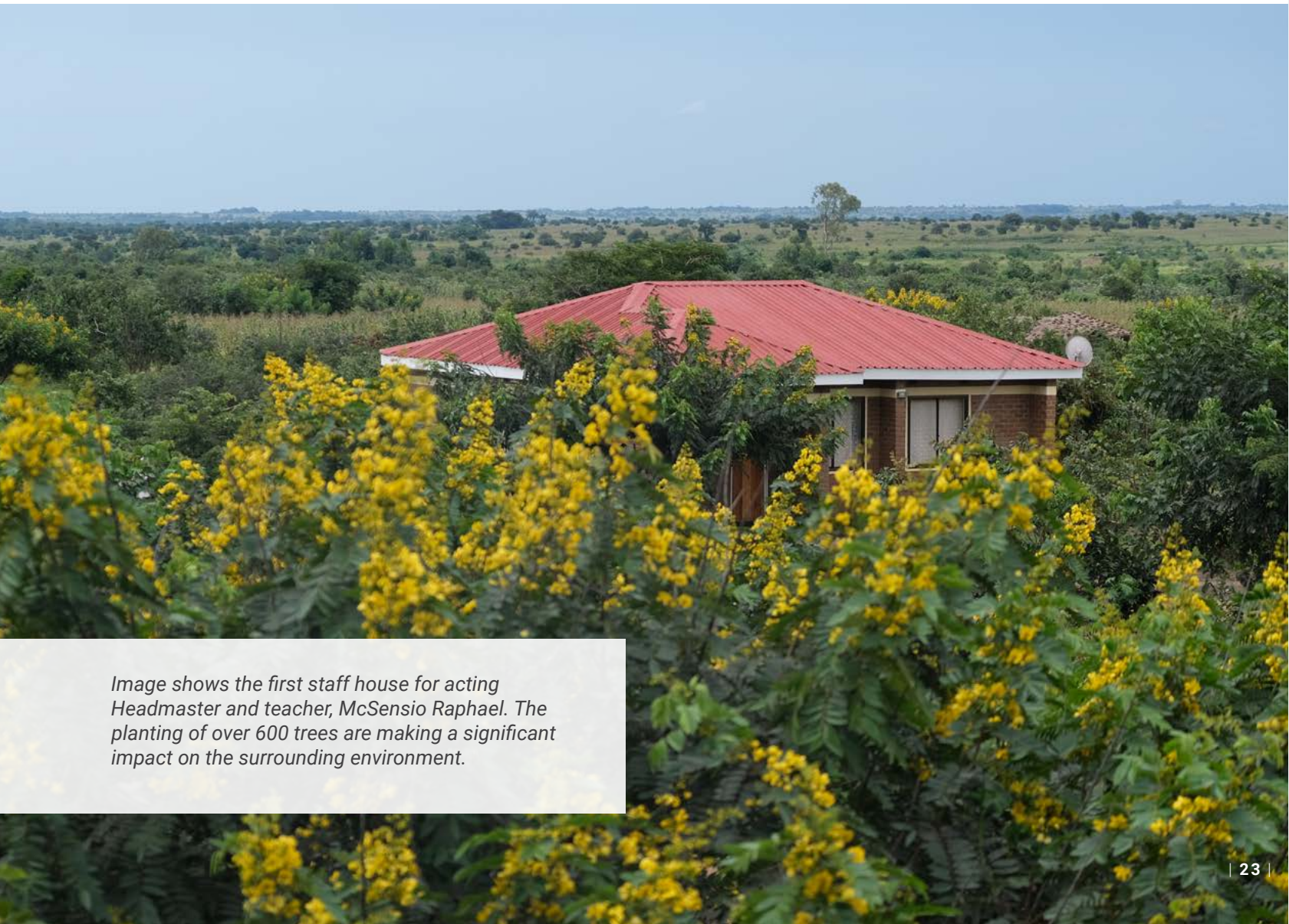


Image shows the first staff house for acting Headmaster and teacher, McSensio Raphael. The planting of over 600 trees are making a significant impact on the surrounding environment.

## Capital Projects Completed (2017-2019)

Land t	\$40,000
Hostel 1 (60 students)	\$95,000
Classblock (3 classrooms)	\$85,000
Temporary cafeteria and kitchen	\$5,000
Staff house, 1	\$40,000
Sewer system with biodigester	\$60,000
Water well	\$25,000
Water tower	\$65,000
Pumphouse	\$10,000
Composting toilets	\$15,000
Site office	\$17,000
Greenhouse 1	\$12,000
Fence with entrance gate	\$35,000
Site vehicles	\$60,000
Design & engineering services	\$30,000
Electricity service	\$60,000
<b>Total expenses</b>	<b>\$654,000</b>

All funds converted to Canadian dollars.



## FUNDRAISING PROGRAM



**2020-21 – GOAL** - To provide fundraising to build a second hostel in order to recruit an additional 60 students in 21-22.

**Result:** 65% committed to the fundraising goal of \$81K.



**2021-2022 – GOAL** - This is a sneak peak into Kuwala's next campaign. The focus is to provide funding to sponsor the next 60 students.

**Result:** We need to fundraise approx: \$72,000. (\$1200/student)

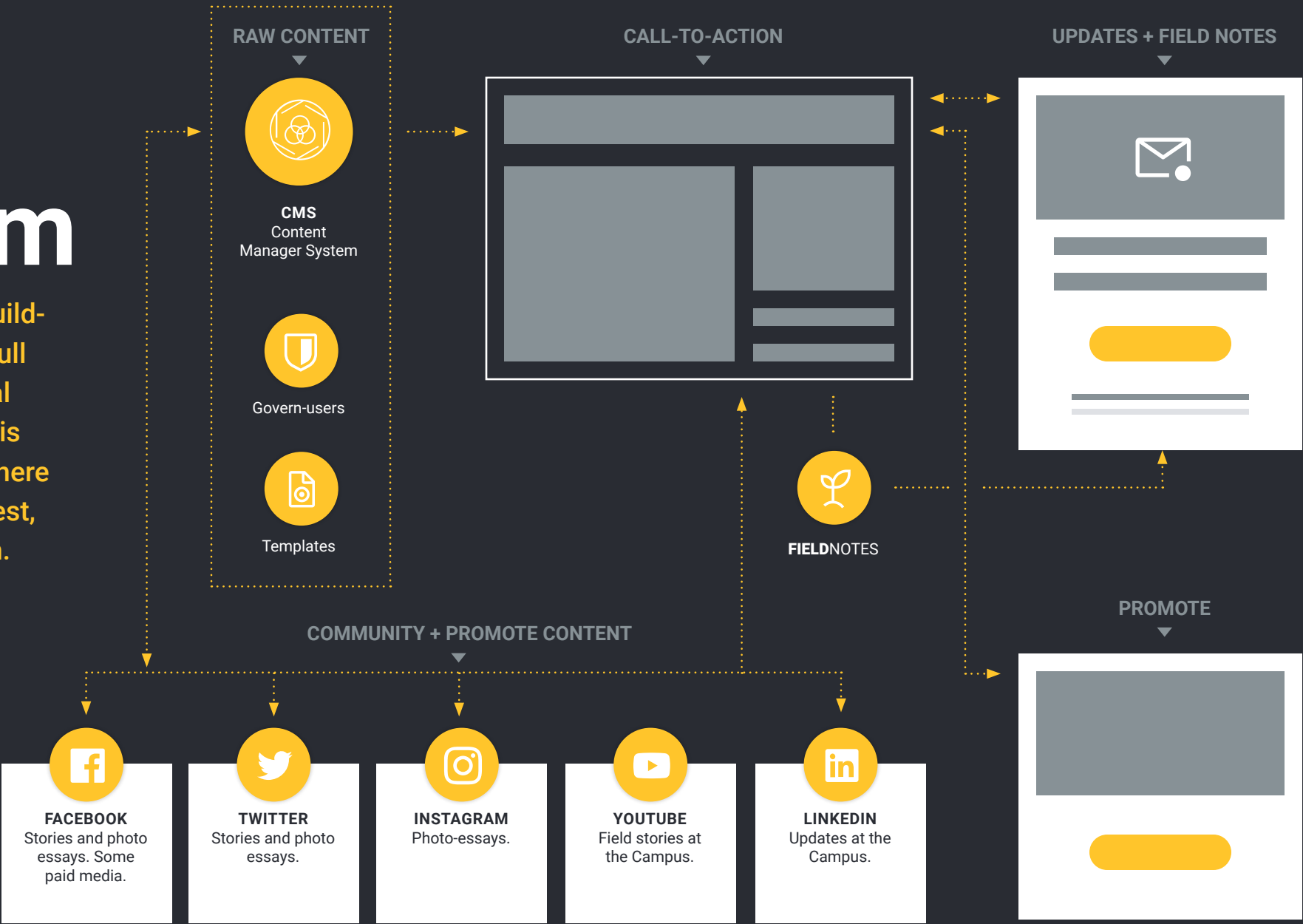


# Digital Ecosystem

Our long-term strategy is to keep building our content and use push and pull marketing tactics to funnel potential donors to the website. Our website is our single source of truth and it's where the conversion funnel occurs: interest, awareness, credibility, and donation.

Website | New in 2020

Single source of all content. Other touch-points pull content from this source using APIs/URLs from the CMS.



Social Media

Goal is to build an international community of like minded people that lead to advocacy of girls education in Malawi.

Email

Act as an aggregator for content to subscribers. Content snowballs taken from:

- Monthly meetings
- Newsletter content in blog engine

Ads

Digital  
Google AdWords, Web Ads, and SEO

Events

Zoom campaigns  
Invite only events (after Covid)

Traditional

Handwritten post card & phone call campaign [ Donor thank you ].

Audience Journey

PRIMARY AUDIENCE  
OVERALL GOAL



Each arrow has a strategy and tactics.



All media moves audience through the journey map towards an annual repeat donor.



# COVID-19 + CAMPUS SECURITY

2020 was a challenge in terms of the worldwide pandemic but the Kuwala campus **stayed safe** by being **proactive**, taking **precautions**, and **helping** the community.

### COVID-19 Overview

Although not well documented, COVID-19 has community spread in Malawi. The Kuwala campus stayed safe by taking precautions, such as physical distancing, wearing a mask, keeping rooms well ventilated, avoiding crowds, frequent hand washing, regular temperature checks by the nurse, and health visits by the Government COVID-19 Rapid Response team. In addition, the Campus is mostly a self-contained bubble, so there is limited exposure to the general population. Kuwala students all tested negative to COVID-19. The biggest threat occurred when the students left for holiday breaks or shutdowns sanctioned by the government. Thankfully no students tested positive on their return. Due to COVID-19, the school year is extended into the summer months to help make up for the lost time.

### Security of the Campus is more than just an attitude; it's community action.

At Kuwala, the management team takes the personal safety of the girls seriously. These girls are the future leaders of their communities and are on loan to us. The on-site professional security team, a matron that stays with the girls in the hostel, and the acting Headmaster live on-site with his family

to ensure a safe environment. The girls are never without adult supervision day or night.

The personal security team is only part of the overall security system. In addition, the Campus has property fencing, a secure entrance, a guardhouse, and nighttime lighting.

### Community outreach

Perhaps not as well known is the community pride in the Campus. In a few short years, the surrounding community has seen positive changes and economic benefits due to the Campus hiring local tradespeople and a greening of the environment.

The campus on several occasions has been a beacon of light to help the local community in times of need with supplying extra food staples such as flour.

The outreach of the student programs and the St. Peter's Assembly Hall will benefit the surrounding rural community for years to come when it comes on-stream in late 2021, answering the need for hosting community events. The best security is often an invested neighbour.



A member of the Kuwala campus security team in front of the new security gate to the campus.

The campus provides regular testing and as much as possible maintains a bubble with students and staff. Part of the security team's role is to ensure compliance to COVID-19 protocols for hand washing, and wearing PPE when appropriate.



Mestina Viyuyi, Kuwala Nurse checking returning student's temperature.



Government health nurse testing student for COVID-19.

Play Video ▶

Memory Mdyetseni, discusses the effects and impact of COVID-19 at Kuwala. 2.28min.



# MCIC PARTNERSHIP

**Kuwala** is a member of the **Manitoba Council for International Cooperation**. MCIC values are echoed in our charity: a just world, voices for change, and supporting each other to be global citizens. MCIC provides Kuwala with opportunities to engage with fellow Manitobans on various issues and approaches to international development, including the possibility of access to an annual grant for international development provided by the Province of Manitoba.

Through MCIC, Kuwala connects to numerous members that include many familiar development alliances and networks and thousands of Manitobans who support the vital vision of a just world as we strive towards achieving, for example, the sustainable development goals as set by the United Nations.

MCIC supports networking and capacity development in members and partners for more significant impact, engaging the public to be active global citizens, international cooperation through funding, and maintaining and strengthening organizational wellness.

We will continue to share future updates about Kuwala’s engagement with MCIC. For more information on the mission and vision of MCIC, please visit the website. [www.mcic.ca](http://www.mcic.ca)



In partnership for a better world  
through Education | Sharing | Action



# MESSAGE TO FAITH BASED ORGANIZATIONS

As a Christian school, we work to provide an environment based on values to establish a foundation for a successful life and nurture our students to reach their full potential. We teach to the Malawian national curriculum, and all students take religious studies as part of the program.

Students are guided by a syllabus based textbook to read a verse from a Good News Bible. After reading the verse, the teacher asks the students to paraphrase in their own words the meaning. Different groups present their thoughts and the teacher clarifies using a teacher’s guide what the verse means. The teacher also recognizes those who were close to the correct meaning of the verse.

Students also read stories from the Bible, and the teacher asks questions to see if the students understand the stories.

The school schedule has extracurricular activities such as: prayers every Friday and Monday after classes, sports (netball, volleyball, football, and frisbee) and other indoor games including chess, draft, and Bawo.



**Kuwala is helping girls shine.**



*Easter Sunday service outside at Kuwala with Students and Teachers.*



# OUR SUPPORTERS | FAITH BASED

A message from Pastor Peter Lurvey of the Joy Lutheran Church in Winnipeg, Manitoba Canada on the importance of Kuwala to their congregation.

The Kuwala project has been a gift from God for our congregation, Joy Lutheran, Winnipeg. My involvement has seen the early days of the commissioning and blessing of Myles and Rozanne Boonstra and their boys Owen and Asher for an exploratory trip to Malawi.

Now I've seen support for Kuwala in our church budget, year after year, and Joy members supporting individual students attending Kuwala. God has given Joy a wonderful focus outside of our walls - the education of girls in a Christian school, which will affect generations to come.



Our vision of the Church family has expanded, and we, who are God's workmanship, are privileged to be doing some of the *"good works, which God prepared beforehand, that we should walk in them."*

\_Ephesians 2:10.

**I thank God for Kuwala.**



**If your faith** based organization would like to adopt Kuwala as their world outreach program, Kuwala provides regular progress reports to your congregation and the direct impact their donation is having. Our communication to you is important.





From Left to Right: Barbara Scott - President, Bjoern Erik Meinhardt - Pastor, Jerry Roehr - Mission Committee, Kuwala Christian Girls School Project.

A message from the leadership team & Pastor Meinhardt at St. Peter's Evangelical Lutheran Church in Winnipeg, Manitoba Canada.

Play Video



Memory Mdyetseni, discusses the impact of the St. Peter's Assembly Hall on the Campus. 1:29 min

The Kuwala school project is one of the greatest mission endeavours in which St. Peter's Evangelical Lutheran Church has ever participated as a committed partner in ministry. It is exciting to see how a teaching environment was created - literally - out of nothing to offer the girls at Kuwala an opportunity to better their prospects for their future through a solid education that is grounded in Christian principles.





# CREDITS

**Kuwala’s Canadian board of directors** is an all volunteer board and we are proud to lend a hand to help girls in Malawi receive an education. While some expenses are necessary to run an international charity we do our best to keep the sales, marketing, and business operations in-house. This Annual report you are reading, the monthly newsletters, and the website are made possible by the Canadian and Malawian team working together to create the content. All the board members help contribute to Kuwala’s success but there are also non-members creating the monthly content that make all this possible. THANK-YOU.

1

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2

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**KUWALA**  
Christian Girls School

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