

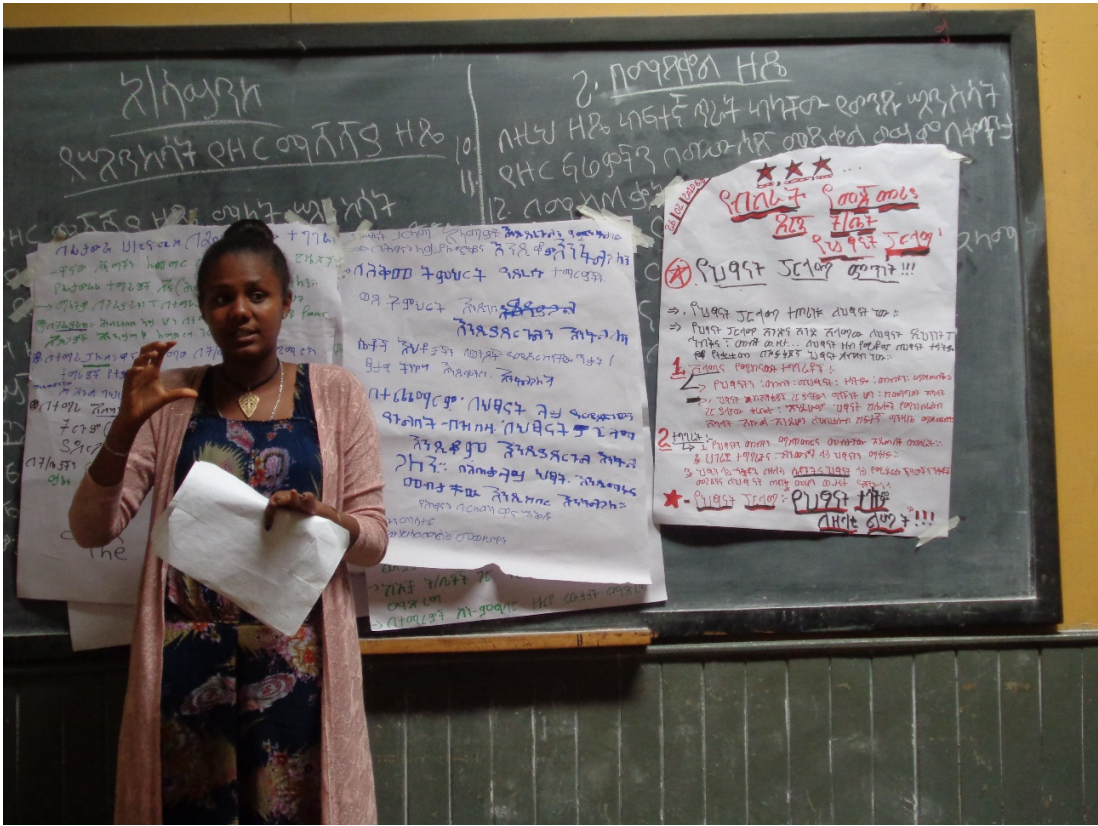
Since 1994



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MARY JOY DEVELOPMENT ASSOCIATION



Annual Report

2018

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Acronyms

ANC:	Anti Natal Care
ART:	Anti Retroviral Treatment
ASRH:	Adolescent Sexual Reproductive Health
CBO:	Community Based Organization
CCC:	Community Care Coalition
CG:	Care Giver
CRC:	Child Rights Convention
CSSG:	Community Self supporting Saving Group
ES:	Economic Strengthening
ETB:	Ethiopian Birr
FBO:	Faith Based Organization
GP:	General Practitioner
HCT:	HIV Counseling and Testing
HEW:	Health Extension Worker
LCD:	Local Capacity Development
MFI:	Micro Finance Institution
MJDA:	Mary Joy Development Association
OCA:	Organizational Capacity Assessment
OVC:	Orphan and Vulnerable Children
PLHIV:	People Living with HIV
PMTCT:	Prevention of Mother To Child Transmission
RMNCH:	Reproductive, Maternal, Neonate and Child Health
STI:	Sexually Transmitted Infections
VSLA:	Village Saving and Loan Association
WASH:	Water, Sanitation and Hygiene

Vision, Mission and Values

VISION

MARY JOY DEVELOPMENT ASSOCIATION
STRIVES TO SEE A HEALTHY, POVERTY FREE
AND EMPOWERED SOCIETY

MISSION

OUR MISSION IS TO EMPOWER VULNERABLE
AND UNDERSERVED COMMUNITY GROUPS
THROUGH INTEGRATED DEVELOPMENT PROGRAMS

VALUES

COMMITMENT

TRANSPARENCY & ACCOUNTABILITY

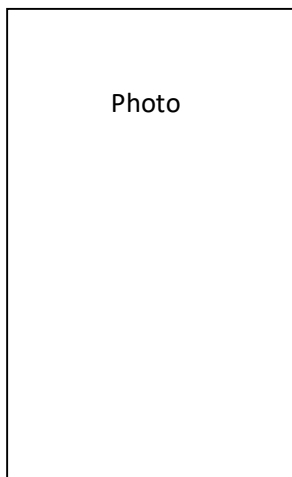
INTEGRITY

INCLUSIVENESS

NON-DISCRIMINATION

TEAMWORK

Board chairperson's Statement



For 25 years since Mary Joy Development Association was founded, the organization has extended its reach to 112 Woredas/kebeles, in three regions, such as SNNPRS, Addis Ababa City government and Oromia serving 1.6 million people directly and indirectly with a broad range of development programmes and social enterprises. MJDA works to enhance the livelihood of primary targets, highly vulnerable children, OVC caregivers, destitute elders, PLHIV, Poor women, unemployed youth, and empower these people to lift themselves out of poverty and to improve their lives through economic strengthening, entrepreneurial & life skills, health, education, care and support, psychosocial and legal services, child rights governance, child protection trainings.

In the last three to four years there was political turmoil and social protest in many parts of the country to the end it brought about changes and power transfer in the political leadership. But, the instability continued that resulted in the death of many people, huge destruction of property and displacements of millions of people. This problem forced the government to focus on stabilizing the chaos, peace building activities, delivering relief and emergency, and rehabilitation services for the displaced people. All these lead to downing and shrinking of the government on sustainable development and mega projects investments, and private sector investment. Thus, 2018 was characterized by intense conflicts throughout the country, which created a challenging environment for the operation of MJDA's Public-Private Partnership, mobilizing local resources from the private sector and to reach expected number of vulnerable groups, run-up of our projects in certain target areas.

Between 2017 and 2018, the total revenue of MJDA increased by just fifty per cent, from ETB 25.9 million to ETB 43 million. Out of this 37% fund was mobilized from local sources, and our financial performance is 87% the raised budget with 84% for operational costs and the remaining 16% is for administrative costs.

In spite of turmoil, the MJDA major programs livelihood enhancement, education, health, HIV/AIDS, child empowerment, community coordination of care a strong year, achieving good growth in asset building, income increment and self-reliance at a high level. In 2018.

Continuing MJDA's long-term collaboration with the government sectors at all levels, the private sector/the business community, community structures, mass based & professional associations and academic institutions so that the stakeholder involvement, contribution in the whole project cycle management process has been strengthened.

As MJDA, we are working to ensure that we continue to have a strong culture driven by our values. We are also focusing on issues critical to longer-term organizational development and sustainability.

This report summarizes our main achievements in the year 2018. We look forward to continuing our efforts for many more years to come.

Yismashewa Seyoum
Board Chairperson

Executive Director's Message



"The seed sown 25+ years ago has now blossomed into a tree, giving shade and bearing fruits for many needy people, our long existing proven experience and the lessons helps us to see a bright future and to build confidence to serve millions of people for the time to come."

I am very pleased to share our work in this report for the year 2018, our successes and our challenges, with stories of change.

From a year of learning and reflection over the past 25 years, this year we moved into a year of consolidation and growth.

We invested in strengthening to addressing more children and put new bench mark by reaching out to over 26,000 children and their care givers. Our total outreach was about 1.6 million individuals directly and indirectly marking a growth of 25%. A team of over 110 people worked hard to stretch ourselves beyond what we thought we could do.

We have counted, one, two, three ... 25+ years in the development arena, this year we are running to celebrate our anniversary, we will recognize our supporters, donors, partners, volunteers, stakeholders, collaborators, etc who have been working with us for lolng.

I am excited to see MJDA at this threshold as we ready ourselves to share our experiences, knowledge and skills on Private-Public-Partnership, women socio-economic empoweremnt which we developed models for long established practice with more organisations working with children, the government and internationally.

I am enthusiastic to share you our children empoweremnt interventionns yields fruit that children advocate and lobby their own issues by them selves and influenced polcy makers and executers for track changes and investing in children.

I would like to thank everyone who has supported us, financially and in all manner of other ways. I would especially like to mention Save the Children International, CORDAID, Planned Parenthood America, Stely RMI, NOAH real state whose continuous support has been invaluable. I would also like to thank Dr. Debebe Ero, Dr. Getachew Demissie, Ato

Amamre Kassa for being proactive mentors and advisors to MJDA having influenced and shaped MJDA's strategic direction alongside with the Board members. We draw great strength from the support we receive on our journey from all of our donors, supporters, well-wishers and mentors who continue to motivate us.

We look forward to another year as we set ourselves a new benchmark for growth and build our training and capacity building work to serve thousands more children across the country.

We plan to strengthen our experiences of children empowerment who will become future advocates for the cause as young adults and in turn teach other children and socio-economically empowerment of women and youth to be self-sustained and vibrant society.

I feel excited as we embark on this new expedition and see where it takes us.

Zebider Zewdie
Founder and Executive Director

1.Executive Summary

Mary Joy Development Association (MJDA) is 25+ years, learning faster and growing rapidly, while keeping the child at the center of everything we do. This has been our focus since inception. We are now a proud team of over 110 professionals fighting towards poverty free, empowered healthy society with vigor and zeal.

In 2018 MJDA's reach extended to 112 woredas in the context of urban and kebeles in rural settings in three regions namely SNNPRS, Addis Ababa and Ormiya region.

The reporting period was the end line of the strategic period of MJDA 2014-2018, thus, maintained and implemented long range of organization's program thematic areas dealt with livelihood enhancement, education, health, private public partnership and organizational capacity building. Over the year, 1.6 million people have been addressed directly and indirectly through organization's program.

Reduce the level of poverty among target communities the core goal and agenda of MJDA's interventions, wherein, implemented in 2018. This core goal embraced three program thematic areas namely livelihood enhancement mainly dealt with supporting vulnerable groups to engage in income gaining activities, education and health focuses on capability building and social protection addressing of the survival and development vulnerable children, care givers and elders.

MJDA has exerted maximum effort on economic strengthening that mainly targeted OVC caregivers, vulnerable women, female headed households aiming at improving the livelihood of the families. In this regard in the period under review, 4,108 targeted community members with 8% of male are organized in Community Self-Saving Groups and Village Saving and Loan Associations and engaged in various business activities. The saving of the targeted women reached 5,342,000 and MJDA injected 3,216,000 ETB as matching input, in general, in 2018, 12,934,000 loan disbursed, and repayment reach 97% which is outstanding achievements. The maximum individual loan reached 20,000 Birr. The achievement level is 97% compared to the plan.

Education is second MJDA's program component dealt with ensuring access to education and improve the academic performance and quality of education for targeted children. With this objective, in the period under review, from the planned 21,058 children, 26,112 (124% compared to the plan) children have accessed educational opportunities though providing various services such as provisions of scholastic materials, facilitating schools' exemptions, school feeding and others, of these figures, 16,972 (65%) have improved their academic

performance and promoted to the next grade. Moreover, 64 vulnerable youth have been learning at private and government universities through out the country, and two of them will graduate in 2019.

MJDA has been implementing integrated community-based preventive and curative health care services for its target communities. The interventions mainly spiraled on main HEALTH THEMATIC AREAS, such as RMNCH, FP/SRH, nutrition, PMTCT/ART, TB, Malaria, WASH, cervical and breast cancer. The community health aspect interventions were more focused on preventions as well as improving health seeking behavior of the community, hence, in 2018, 112,408 (112% compared to the plan) have been educated, aware and sensitized on various thematic issues with special focus on HIV/AIDS. HIV Counseling and Testing have been undertaken among our target groups addressing the national goal of 90/90/90. In this regard, 5,171 OVC and care givers have been tested through referral linkages and all new infected (1%) have accessed ART services. Cumulatively, in the period under review, over 200 children and their care givers are taking ART for viral suppression.

A total of 32,780 (82% compared to the plan 40,000 targets) community members have been reached with various and diversified medical services and 34,711 community members have been educated, sensitized, on cervical cancer, 6,196 have been counseled, and out of the planned 1,400 women to be reached, 1,304 (94.5%) have undergone testing services, nearly 8% are found to be positive and treated immediately and seven of them referred to higher hospital for advanced treatment.

Private-Public-Partnership is one of the strategies Mary Joy deployed to mobilize local resources in country and overseas. In 2018, over 10 million Birr has been mobilized and 1,900 OVC (95% of the plan) and 330 elders (82.5% of the plan) have been getting continuous support through local sponsorship program. In Addition, in 2018, 2300 vulnerable children and 650 elders have been served with various services such as food, clothes, household utensils, equipment, scholastic materials etc. Moreover, few number children and youth have got scholarship support and job placement in the private sectors.

Regarding capacity building, MJDA reviewed the 2014 -2018 strategic plan performance and development of the sub sequent strategic plan, carried out organizational capacity assessment, reviewed and developed new systems and working procedures, tailor made training for 90 staffs have been carried out in the period under review.

In the period under review, MJDA solicited 83.6% (43,268,476) of planned budget and invested 87% to accomplish all the planned activities. The proportion of program expenses is 84% and 16% invested for administration.

In the period under review, MJDA was partnering with international donors like CORDAID, JSI, FHI360, Planned Parenthood Federation America, UNFPA, LCD/USAID and local private sectors includes Steely RMI, NOAH real state, private sectors and individuals. Moreover, in 2018, MJDA highly heightened the engagement of stakeholders and partners engagement includes government sector offices, community-based organizations, networks and community coalitions that contributed to the achievement of the set objectives.

2. HEADLINES FROM THE YEAR

2.1 Mobilizing the wider public and the private sector

MJDA stood in solidarity with the volunteer philanthropists, celebrities and artists movement to mobilize the wider public for its involvement in improving the lives of thousands of vulnerable children and destitute elders. In this regard the celebrities and MJDA staffs together were able to mobilize more than a half million ETB at Hawassa from government bureaus and the private sector during the New Year “Ababayehush” cultural festivities, and it has organized fundraising night at Capital Hotel, which the hotel itself sponsored the program, and at the event about 700, 000 ETB was raised.



July 2018



New Year Greeting (Ababayehush) September 2018

2.2 Voices from the grassroots



Knowledge fair conducted among 225 target women organized in CSSGs in Hadiya and Wolaita zones aiming to the cross fertilization and experience sharing of the women, scaling up of good practices. Local government and micro finance, saving and cooperatives coordination institutions representatives have attended the event. It was highly inspiring platform for the women that they share their saving habit, practices, resource and time management, share their past and present life condition and their

future plan. Generally, in this program all members were inspired, learned a lot and reflected their commitment to make their income generating activities effective and successful for the time to come.

November 2018

2.3 Upholding the Public-Private Partnership & Local Community engagement

The MJDA efforts and role has been recognized by different partners. It was awarded by different government and private companies in recognition of its exemplary contributions to boost up Public-Private Community partnership in involving in organized discharging of social corporal responsibility that helped to improve the lives of vulnerable children and elders.

2.4 Creating impact for vulnerable women households



The women CSSGs were capacitated with intensive trainings on personal development, business development, entrepreneurship and business plan development and saving skills, market analysis and provided saving based startup capital injection. As a result of this they engaged in diversified business activities, increased their saving, income, able to afford educational expenses and send children to school and improved the living situation of the family. Economically strengthened, decision making skill, enhanced power relations between the couples, prevention of HTPs against women, access to education for children and improved family livelihood are found to be encouraging changes.



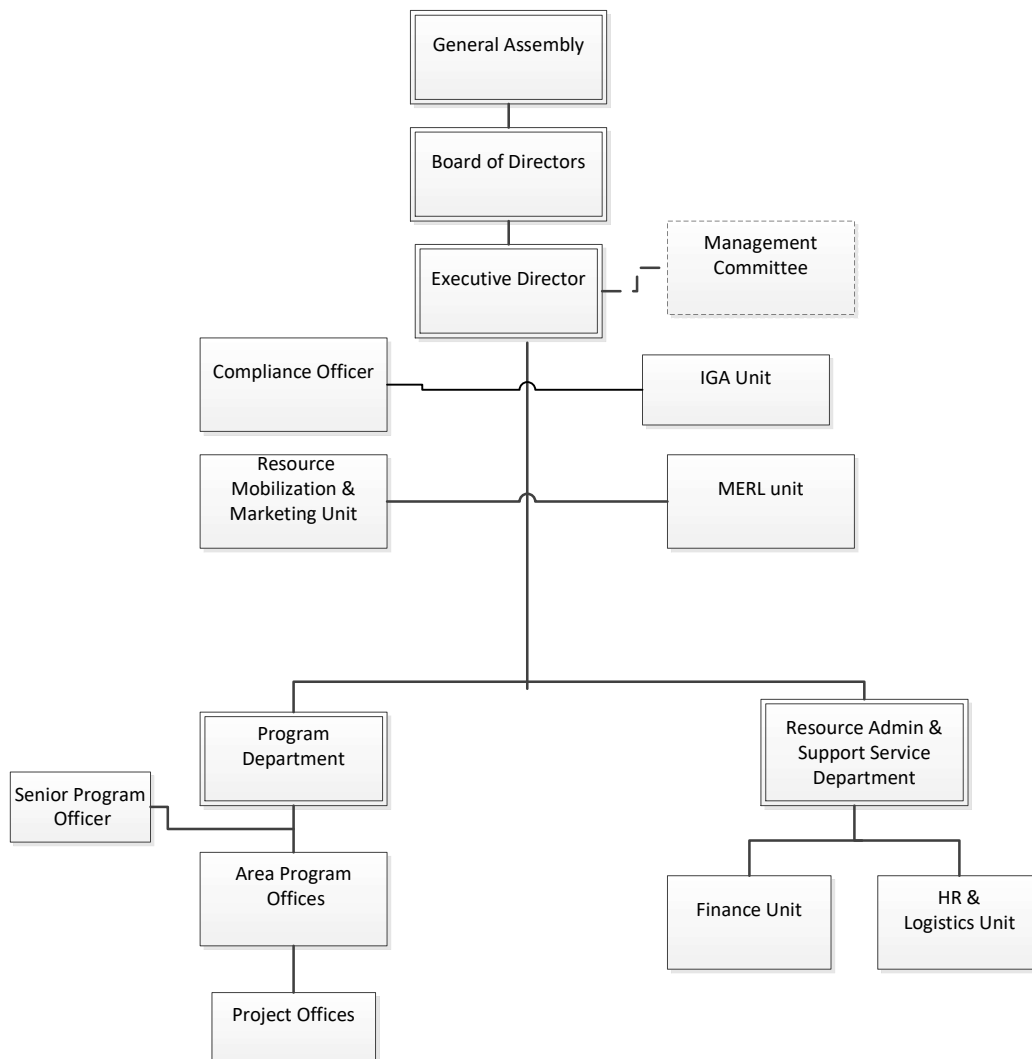
July 2018

2.5 Steps to reform perform and transform

The MJDA board has taken the initiative to scan the internal environment, oversee the performance of programs and projects. The Hawassa projects, elder center, youth center, the

public-private partnership program, clinic and other projects visited, discussions held with staffs, joint meetings between the senior management and the Hawassa program area management undertaken. Solutions formulated and action points articulated and being implemented to enhance, further scale up the communication system, management & leadership, marketing, promotion and resource diversification, system strengthening, organizational performance management system and human resource management that would lead to boost up organizational performance and success, and able to serve target communities in a better way.

3.MJDA Organogram



4.About MJDA

Mary Joy Development Association was established in 1994 as a non-political, non-religious and not profit-making organization. Presently Mary Joy works in close partnership with many development partners in six sub-cities of Addis Ababa, Yeka, Gulele, Addis Ketema, Arada, Bole and Kolfe Keraniyo and in 21 Woredas /towns of Southern Nations, Nationalities, and People's Regional State including Hawassa, and in Bishoftu town of Oromia region.

Vulnerable children, their caregivers, disadvantaged women, elders, unemployed youth and PLHIVs experiencing multiple socio-economic problems have been prioritized to address their needs and so we can have positive impact and bring change for them. Hence, understanding our impact in improving the lives of these target communities is of vital importance. It is critical in ensuring we achieve our mission of fighting for change and supporting these vulnerable community members experiencing multiple and complex problems to thrive, flourish and have better lives.

In congruent to this, we work alongside children, young people, women, senior citizens, HIV/AIDS infected and affected people, our supporters and partners to tackle the major socio-economic problems of target vulnerable communities for 25 years. MJDA has been building very strong partnerships with different state and non-state actors and community structures for its target vulnerable groups. We have been supporting the target groups, socially, economically and psychosocial and enable them to respond the challenges they face. We drive changes in practice and policy influence at local and national level using our reach, experience and knowledge.

In the period under review, we have processed the development of the new strategic plan 2019-2023. The strategic plan is a driving force to move forward in maximizing the benefit of target groups and eventually enable self reliant and successful citizens, diverse and effective partnerships and organizational sustainability and excellence.

MJDA has a duty to report on how its programs and projects for its funding partners, supporters, government and for the public benefit given the law of the land and funding partners/donors requirements. In line with this, in the period under review we demonstrate how we have met our principal objectives (as stated below) in our annual review report. We set out specific details of our activities in the report, which demonstrates the substantial results and achievements of our work. Thereby, the annual report covers the period January 1st, 2018- December 31st, 2018

5. Selected assessment and research snapshots

5.1 Self-organizational Capacity Assessment

MJDA has undergone self organizational capacity assessment (OCA). The Organization's governance & leadership, financial management & internal control, administration & procurement systems, human resource systems, program management, and project performance management. The organizational capacity assessment process has been facilitated by a recently joined new staff with technical guidance, advice by USAID-Local Capacity Development (LCD), it also validated the results. MJDA management, program, finance and human resource management staffs have participated in the process. The assessment overall result is scored 3.21 out of the total 4 points for all domains that puts the organization at center of excellence and enables it to be certified by LCD. IT is assured to receive the certificate shortly.

5.2 Market assessment and value chain

The value chain analysis and market assessment carried out with target vulnerable female headed households in Wolaita and Hadiya Zones. The findings from the survey summarized that the women long existing experience and assets can be taken a fertile ground to increase the effectiveness of the women's income gaining activities. In order to move forward the encouraging business activities of the women in these semi-urban and rural localities, the sectoral economic activities, such as construction, service sector, the manufacturing sectors as well as the agricultural sector along with the ever-escalating population size and the demand for different services are potential areas to focus on for diversified and successful business activities of the target women.

6. Our Impact



Our programs realized 8,549 (65% of the plan) of target women and their families improved their livelihood. 13,100 women have created 16,160,000 ETB capital formation/assets



26,112 (124% of the plan) children have accessed to education, out of these children 16,972 children have improved their academic performance



Out of 100,000 targets, 84% of these communities accessed improved health service delivery, and from the planned 9,950, targets 4,576 (46%) target youth and women were reached with ASRH information and services



12 children's parliaments having 156 members at 2 sub cities, 6 woredas and in 6 schools established and strengthened and engaged in policy influence against their interest and rights, gender equality

The Public-Private Partnership program has registered good results that 1,900 (95% of the plan) vulnerable children and 330 destitute elders (82.5% of the plan) have got monthly sponsorship support services by the private sector, government sectors, the diaspora,

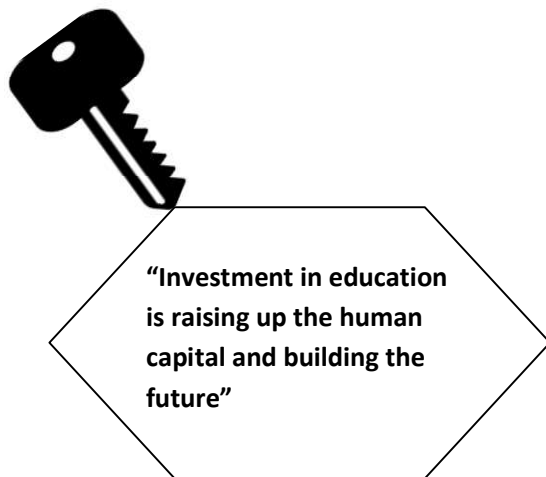
7. Goals, Objectives and Strategies

7.1. Goal 1: Reduce the level of poverty among target communities

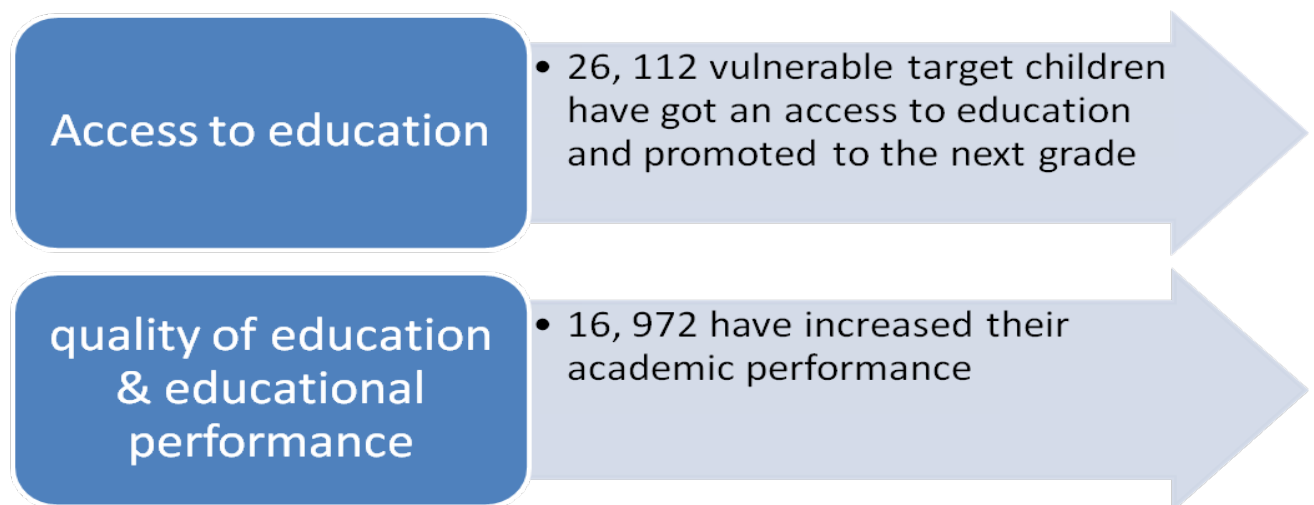
7.1.1 Livelihood enhancement

7.1.1.1 Education

One of the main programs focuses of the organization is education. As a child centered-organization 11% of the annual budget has been invested for this program, and different interventions have been carried out to ensure access to education and improve the academic performance and quality of education for target children.



In the fiscal year of 2018, the organization has registered major achievements on education:



In order to create access to education and alleviate dropout of vulnerable children, the organization has reached 10,341 target vulnerable children through the provision of scholastic materials (exercise books, pens, pencils and school bags. Moreover, the educational counseling provided to 5,325(2,892 F, and 2,433M) OVCs by case workers and Social Service Workers during home to home visits has helped to improve the school attendance and educational performance of the children. The case workers and SSWs also have conducted home to home visits, and established follow up mechanisms with schools for 18,200 OVC school attendance.

In addition, in the period under review, 64 vulnerable youth have been learning their education at private and government universities throughout the country, some of them have got free scholarship opportunities by private universities, MJDA has also support them with necessary scholastic materials, covering transportation expenses, sport materials, blanket and other necessary materials.

7.1.1.2 Child empowerment

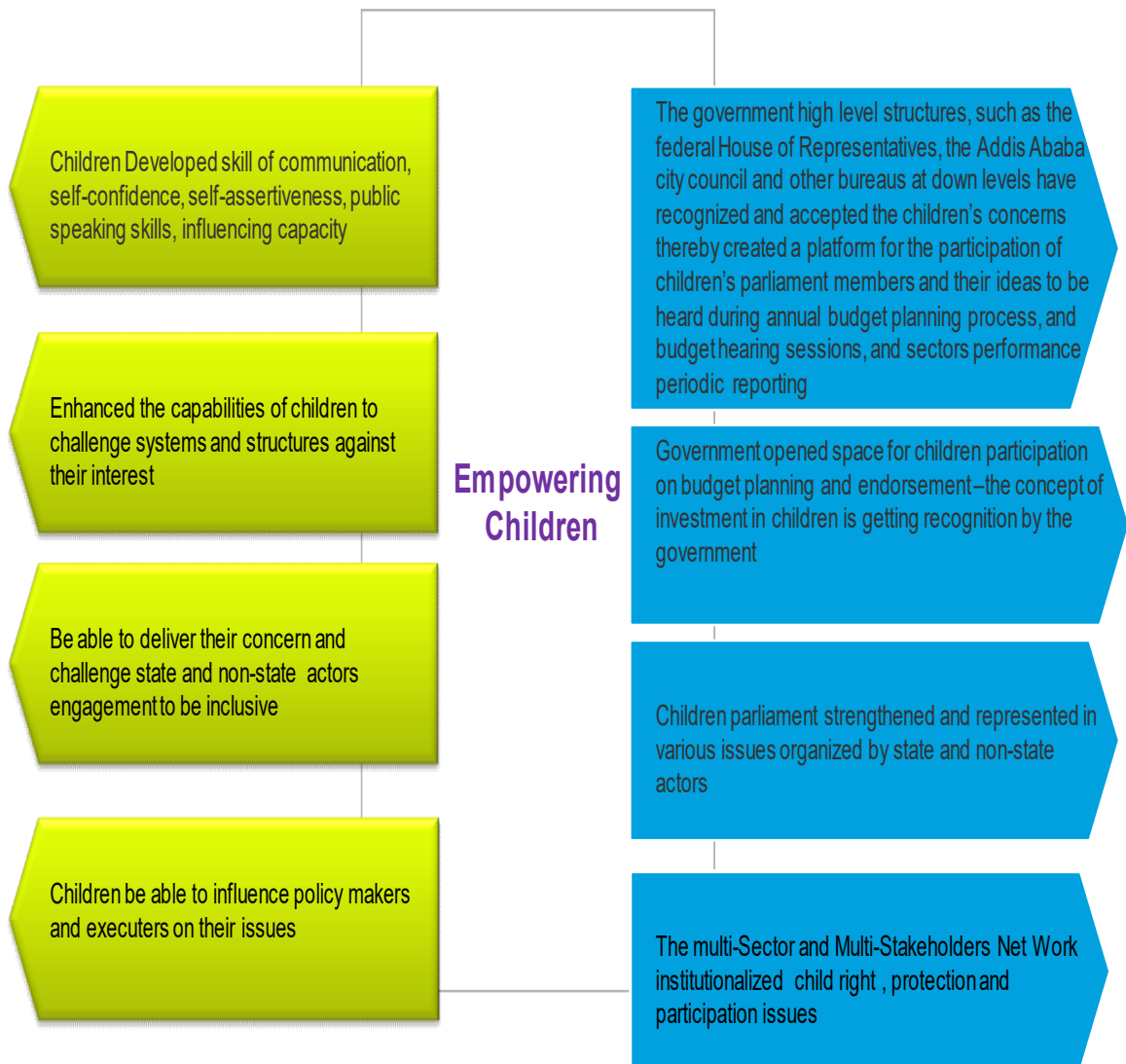


12 children's parliaments having 156 members (86% of the plan) at 2 sub cities, 6 woredas and in 6 schools established and strengthened.

out of the planned 534 targets, 500 (94% of the plan) children, members of child led clubs and children's parliament acquired knowledge and skills through trainings in investment in children, participatory child budget planning, monitoring and evaluation, social accountability, budget advocacy, communication, leadership & life skills, at school and district levels. As a result of this, their self-confidence, self-assertiveness, public speaking skills, influencing capacity increased. They have also taken the lead to set agenda issues, advocacy messages to government sectors and other duty bearers in relation to investment in children, meaningful participation of children in issues that affect their life, manage and facilitate national and global events, like the African Children's Day, International Children's Day, and advocate and influence decision makers and the wider public on the child rights. The skills and knowledge they have developed helps them reflect and speak out their ideas and views straight forward and thereby improved their communication with families, communities and schoolmates. Representatives of the children's parliament represented in the school management system and contribute for improvement of

smooth teaching and learning environment. The schools are highly supportive, in placed child led clubs development departments that makes most children clubs to be successful

Key results and changes



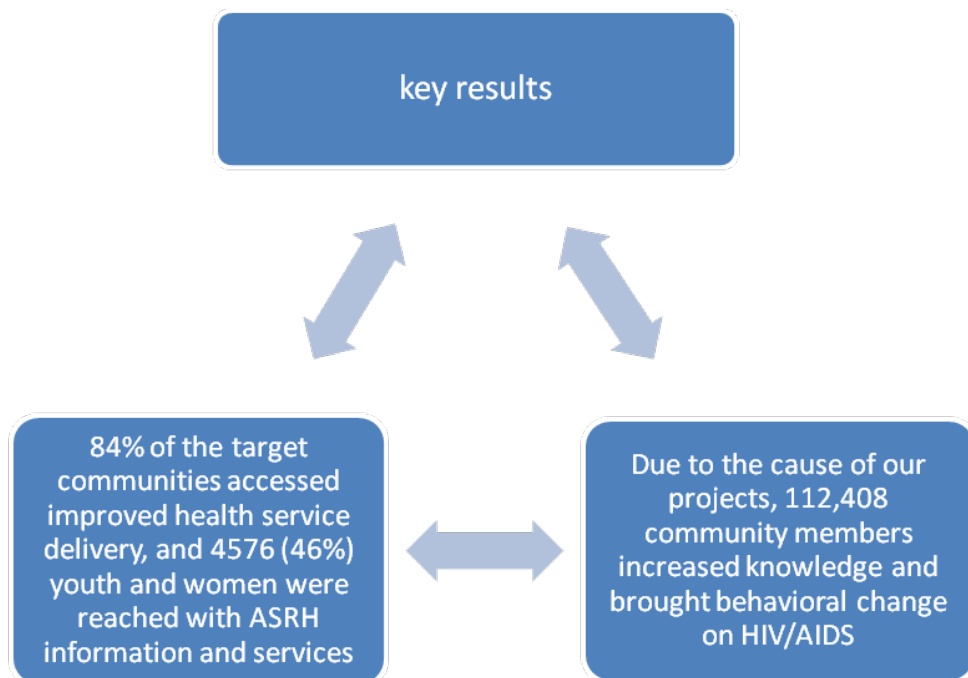


- † From the planned 151 target people to be reached, 120 (79.5%) Government officials, community structures and other stakeholders were capacitated through trainings that focus on child rights, investment in children, participatory child budgeting, implementation and monitoring so that they get started institutionalizing child right issues including accountability and transparency in their programs. On the same token, 6 CRC committees and 3 social accountability groups strengthened, and created platforms for children, engaged in the promotion and implementation of child rights issues. All these changes and improvements were found to be fundamental to the sectors to open space, and enabling environment by participating children in their periodic sectoral planned activities performance review programs, and annual budget and activity planning sessions and recognized and incorporated the children’s ideas and issues, which is one of the mechanisms to create transparency and accountability among the sectors.
- † The multi-Sector and Multi-Stakeholders Net Work groups plaid instrumental role in the protection of children from any form of abuse and exploitation, as well as advocacy, lobby and promotion of children’s issues to the concern of all. As the networks composed of wider range of sectors and diversified stakeholders, institutionalizing the issues are easy and be able to ensure sustainability
- † The learning experience of interventions focusing on empowering of children guarantees not for the immediate results but the future, they delivered their issues in well organized manner, they challenge the system to be child friendly, they feel confidence, their efficacy is enhanced



7.1.1.3 Health

MJDA has been implementing integrated community-based preventive and curative health care services for its target communities. The interventions mainly spiraled on main HEALTH THEMATIC AREAS, such as RMNCH, FP/SRH, nutrition, PMTCT/ART, TB, Malaria, WASH, cervical and breast cancer. The preventive interventions have been implemented at community level in the project/program target areas of MJDA, and the curative health care services including OPD, RMNCH, TB, STIs/HIV/AIDS, female cancer and different opportunistic infections have been treated and managed at MJDA medical centers found in Addis Ababa and Hawassa, and at government health facilities (HCs and hospitals) through referrals and joint ventures. Accordingly, the major achievements and services provided in the implementation year summarized as illustrated below.



- † Out of 40,000 targeted communities, 32,780 (82%) community members have been reached with various and diversified medical services such as OPD, TB, ANC, EPI, Family Planning, female cancer VIA screening, VCT, and other STI and opportunistic infections, non-communicable diseases at MJDA's medical centers. Similarly, from the planned 100,000 community members, 84% have accessed integrated health services in the reporting period.
- † The organization reaches 3,796 OVCs and CGs with HCT and able to address 5,171 (3267Female, 1904 Male) targeted beneficiaries with related HCT services through referral linkage and out of referred and tested clients 27 (22 OVC and 18 CGs) newly identified HIV +ve who disclosed themselves are linked and started ART, and 308(260F, 48M) care givers and 182 (81F, 101M) OVCs existing and newly HIV+ identified have been reached with ART adherence counseling. In addition, counseling to prevent child abuse, exploitation and neglect is provided to 2,402 (1,331F, 1071M) OVCs in the reporting period
- † HIV/AIDS education provided to 112,408 community members, including vulnerable children, caregivers, youth and others, and they brought about attitudinal change on HIV/AIDS.
- † **Female cancer:** MJDA has a purpose that ensuring the sustainability of the service in each health facility is key issue in cancer controlling programs so that as far as service utilization increased reduce the morbidity and mortality of women due to cervical and breast cancer, it has also has been supporting families with advanced stage of cancer will minimize the burden of medical care and provide psychosocial support for the family. So it has provided different services focusing on the prevention, awareness raising, counseling, testing, and treatment and care services of female cancer to the community.
 - 34,711 community members have been educated and sensitized on cervical cancer examination and treatment, breast cancer, as a result 6,196 women have been counseled on cervical and breast cancer, and from the planned targets 1,400 communities, 1,323 (94.5%) women have been examined with breast cancer women have been examined pre-cancer test and 8% are found to be positive, 58 of them treated immediately and seven of them referred to higher hospitals for advancer treatment and care



Mrs. Yidenk
Ashenafi

“Long way to find solution for my reproductive health problem”

Mrs. Yidenk Ashenafi 39 years old, married, illiterate and a mother of 7 children come from “Mengare” one of the towns in North Shewa zone in Amhara Regional state to MJDA medical center after watching TV awareness raising done by Mary Joy about breast and cervical cancer screening program. Though she visited the nearby health center in her locality to get treatment for STI, she did not see any improvement, and continued of having complicated health problem, offensive vaginal discharge, bleeding during sexual intercourse, difficulty of urination and defecation for a number of days. To find solution for her long-standing reproductive health problem she visited MJDA clinic and accessed counseling, screening service and have got fast improvement and temporary relief on her health.

Then after taking thoroughly history and physical examination, and abdominal palpation the complications on the lower abdomen so that the screening result found to be suspicious for cancer further more on recto- vaginal examination there is hard tender mass which may be due to the involvement of the bladder and rectum.

Finally, after deep counseling she was told that further investigation at higher institution is required and referred to St. Paulos specialized Hospital for better investigation and possible treatment. Biopsy done for her and the result found to be advanced stage of cancer which needs to be treated either chemotherapy or radiation; again, she was referred to Black Lion Hospital now she is on long waiting list.

It is learned from this experience the need of continuous awareness about cervical cancer and breast cancer screening may help to prevent the advancement of cancer by doing early detection, diagnose and treatment in all health facilities is mandatory in order to control morbidity and mortality of women with preventable cancer.

N.B: The story teller is not willing to have her photograph

Home to Home health education



Home to Home Health education provided by trained health workers (HEWs) and dissemination of accurate information for the eligible women enhanced the demand of the community to utilize cervical cancer screening at the targeted health centers. Besides members of the visited households have built trust on the program and there was a need to initiate the involvement of male partners in the screening service. 1,323 households were reached through Home to Home health education and these households cascaded the information to their neighboring women missed during the visit. As a result of this the number of women coming for getting the screening service has increased.



- † ASRH/FP service and CAC has been provided at MJDA clinic and reached 194 women with the service of which 10 of them with CAC service and 5 other women who were more than 3 months pregnant referred. More than 1,200 Youth served with sharing of ASRH information at the youth center and referral for clinical services, the center is facilitated with other services like library, counseling and meeting hall for ASRH discussions and entertainment programs, having this opportunity youths are attracted

to the center and access ASRH services and information. From the planned 9,950 target youth and adolescents, 4,576 (46%) have got reproductive health information and services at through trainings, at MJDA youth center and MJDA and private clinics.

- † Out of the plan 50 schools, 45 (90%) school health clubs have been strengthened through technical backstopping functions, supportive supervision and trainings, distribution of school health kit (180), and from the planned 47,209 targets 40,351 (85.5%) community members especially pregnant women, lactating women, and males have been sensitized on the six health thematic issues through organizing 1012 (85%) community conversation sessions like pregnant women conference, lactating women conferences. The other strategy we deployed to increase the awareness level of the community and to enhance their health seeking behavior is dissemination of 35,896 SBCC materials of different health topic to target areas. Among the SBCC materials: Long Lasting Insecticide Treated Nets demonstration brochure, posters of ANC, WASH or hand washing and Indoor Residual Spraying, EPI flip chart and HEWs guide included.



7.1.1.4 Economic strengthening

MJDA has exerted maximum effort on one of the key programs, economic strengthening that mainly targeted OVC caregivers, vulnerable women, female headed households aiming at improving the livelihood of the families. In the period under review, from the planned, 670 target women, 30 women CSSGs having 630 members (94%) have been established and strengthened. 30 of these women were addressed by Steely RMI PLC-MJDA partnership project implemented in Bishoftu town. The women organized in CSSGs have acquired the necessary skills, knowledge, exposure and competency on income gaining activities, business management, financial control, market analysis, record keeping, saving, entrepreneurship, life skills through the provision of trainings, exposure visit/experience sharing, mentoring and coaching assistance. The women CSSG are engaged in different income gaining business activities, such as local food and drinks preparation, breeding and fattening of sheep, cows, goats and other petty trade activities.



- † Given the climatic suitability context of Wolita Zone for breeding of sheep, 100 women (100% achievement) purchased female sheep and hybrid male sheep



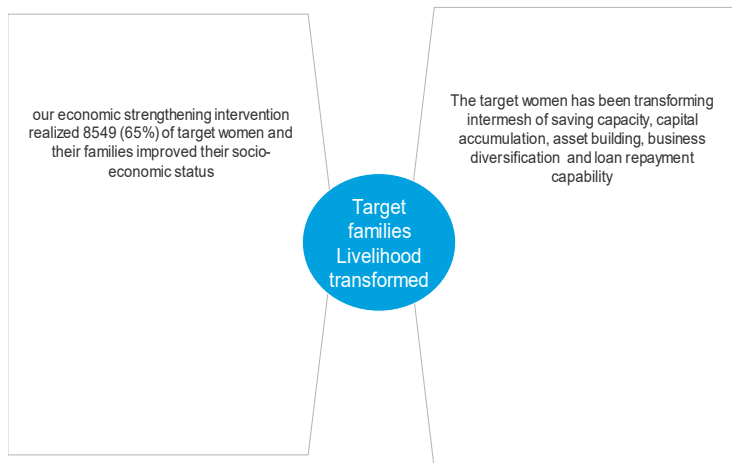
- † Knowledge fair conducted among 225 target women organized in CSSGs in Hadiya and Wolaita zones aiming to the cross fertilization and experience sharing, scaling up of good practices. Local government and micro finance, saving and cooperatives coordination institutions representatives have attended the event. It was highly inspiring platform for the women that they share their saving habit, practices, resource and time management, share their past and present life condition and their future plan. Generally, in this program all members were inspired, learned a lot and reflected their commitment to make their income generating activities effective and successful for the time to come.



- † The capacity of the target women on proper utilization of the loan and repaying of the loan on time have been enhanced in terms of frequency and amount which the repayment rate escalated by 97% thereby to access increased amount of loan for boosting their business.

- † As a result of the services provided, the CSSGs members are able to strengthen, expand, and diversify their micro enterprise activities that led to increasing their income and improvement of economic conditions. For example, they build assets, able to fulfill basic needs of the family, create access to education for their children
- † 196 VSLAs with a total member of 4,108 have been strengthened through various types of trainings including VSLA methodology, financial capability, continues and close mentoring and coaching assistance, the members saved 1,453,300 ETB and were able to disburse 692,207 ETB for 1,197 members (94% females) for the purpose of scaling up and diversifying their business that focus on local food, baltena etc. The organization has also provided asset transfer to 105 destitute families so as to enable them engage in IGA, Similarly, 677(355F, 322 M) adolescent youths were reached with financial capability training.

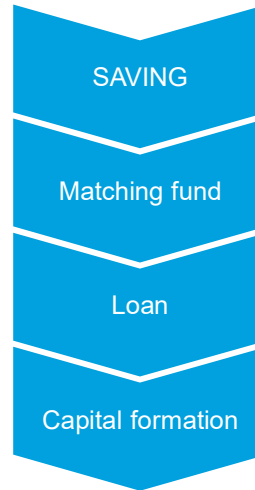
Major results



30

Indication of results

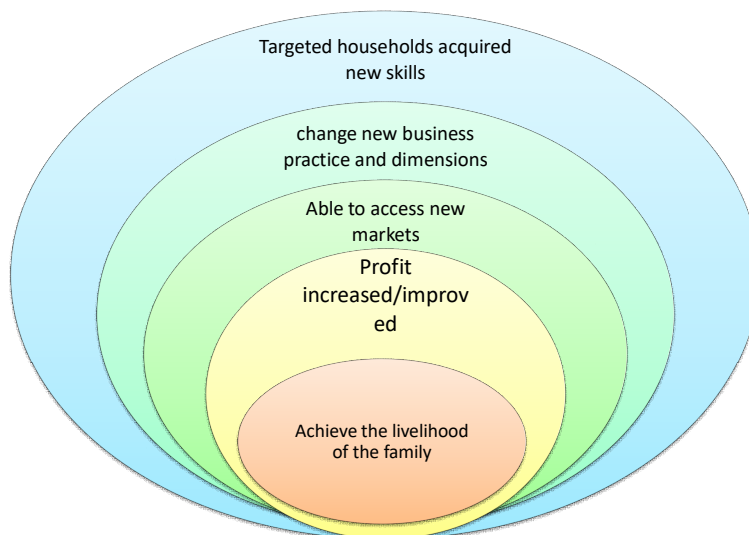
- Strengthened women able to save 5,342,000 ETB
- ETB 3,216,000 Provided to women as matching fund/start up capital
- ETB 12,934 ,000 loan disbursed to women, and repayment rate is 97%, the maximum individual loan reached 15,000 ETB
- The target wom able to create a capital /asset of 16,160,000 ETB



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15

Women economic empowerment achievement



What to share --- Success Stories

My Life has been transformed



Mrs. Tadelech, a mother of 6 children and a bread winner for their survival lives in Woliata Zone, Sodo Zuria Woreda, Delbo Wegene Kebele has been living in extreme poverty that forced her two children dropped out for education. After long course of difficult living situation, she turned in to exploring the potential, opportunities and make use of it to change her family's situation. This MJDA target woman engage in petty trade activity, sheep raring, able to get ETB 100 daily net profit, have 4 sheep, save ETB 10 on weekly basis, back her children to school and cover the basic needs of the family



Mrs. Birke Hideto, a mother of 3 children lives in Wolaita Zone, Damot Gale Woreda, Shashegale Kebele. She experienced extreme poverty that complicated the living situation of her children and the family. It was highly difficult to cover basic needs and educational needs of the children. Accessing support from the MJDA's project and engaging in income gaining activity was a turning point for her to bring changes. She is currently working a small business food preparation & selling, increased her income, able to save on weekly basis, fulfill basic needs of the family, send children to school and actively participate and contribute in social affairs.

In general terms the results and changes realized in the livelihood, socio-economic situations of the women households can be highlighted as:

CSSGs Status Improved: - CSSGs and VSLAs have acquired invaluable skills and knowledge on how to administer their group activities and keep records. Some CSSGs have become self-sufficient in administering issues related to their groups and they have mastered on record keeping activities which was a great.

Household economy Improved: - Most of CSSG members had a meager income that didn't satisfy the need of their families before joining CSSG and VSLAs. After joining CSSGs and VSLAs groups, they have saved regularly and a single household's average saving in the groups has increased. With the loan they received from their groups, they have started ME operation and most of them are profitable. In addition to this, many of them have begun their own personal

saving from the income they get from their ME. Some have created assets that could improve their ME achievement

Capability of covering household expenses: - after joining CSSGs, VSLAs and starting ME operation, most of our CSSG members through time have developed ability to cover their daily expenses by themselves sufficiently. They are also able to feed their children, able to send them to school, dress them well and cover educational expenses like scholastic materials and uniform, even they are able to send children to private schools. In addition to this, some of them have become self-sufficient in all aspects; they are able to cover medical expenses when it demands and other social expenses as well. Moreover, 225 women CSSG members created assets, such as 322 sheep, cow 47, goat 57, Donkey 22, Oxen 26 etc.

7.1.1.5 Public-Private Partnership

Vulnerable Children Sponsorship: currently the beneficiaries receiving sponsorship support reached to 1,900 OVC (963 males and 866 females), which is 95% achievement. Each sponsored target beneficiary has received Birr 330/month so as to subsidize their daily subsistence, out of the sponsored children 76 children are from Hawassa, and 20 children are from Arbaminch. Caregivers of the sponsored children were encouraged to save some amount so that 282 sponsored households organized in saving groups and able to save ETB 112,308 so far, to use it for IGA

Destitute elders' sponsorship

The total number of sponsored elders reached to 330 (260 females and 70 males). The elders receive ETB 330 person on monthly basis which is intended to support their daily subsistence.

Currently on average per day 80 (95% of the plan) elders have been getting services at Hawassa day care center

Food and nutrition /holiday program services:

One of the main services that have been provided to target beneficiary children and elders is provision of donations in kind. In connection to this, 250 elders and children have been served with food service at Easter, New Year, Eid Alfatir, holidays, and out of these 100 (females 72, males 28) are elders, and the rest 150 (females 90 and males 60) are children. The services have been addressed through collecting financial donations from philanthropist individuals and companies, oxen purchased and then meat distributed to beneficiaries. In addition, more than 550 elders and children have been served with Holiday lunch service by Yod Abyssinia and Uma Hotel during Easter, Eid Alfatir and New Year Holiday respectively. The holiday lunch service

covered by the two hotels worth's about 315,000 ETB. A total of 800 vulnerable children and elders have been served with food during the holidays in the year.



Donation

- † Different in-kind donations have been mobilized from 100 private companies, including Hill side academy, Vision Academy, Abem academy, individuals and other organizations that benefited 750 target vulnerable children and destitute elders. The supports included clothing, detergents, and sleeping foams.



- † Moreover, 17,092 exercise books, with 50 sheets and 300 pens donations were collected from different companies and individuals, such as Berhan International Bank, St. George Brewery, Ethiopia Buna Sport Club, South West Academy, Abem Youth Academy, and different individuals and these exercise books have been provided to 1450 target vulnerable children, who attend their education.






Job placement: Mary Joy strongly works on the facilitation of job creations for unemployed target youth by the private companies and government sectors. In relation to this, 6 vulnerable girls and youth (1 male and 2 female) have got employment opportunity by a private company called Today Computers, and the other 3 accessed employment opportunities at Hawassa.

Media promotion and public sensitization

- † To address the basic needs of highly vulnerable children, caregivers and elder persons, the organization has been mobilizing the community and local resources by using different promotion and communication strategies. to this effect, Mary Joy uses social media, and other electronic media, Such as TV channels, FM radios to reach the wider public through promotion and advocacy the issues of the vulnerable groups.
- † Different government and private media, such as South TV, Debut FM, JTV, ENN, Walta TV, EBS, and ESAT TV have given program coverage, and episodes broadcasting free air time to reach the wider public in creating awareness about vulnerable communities that helped to make effective the resource mobilization effort.

Social Media

- † To address the basic needs of highly vulnerable children and elder persons, the organization is using its effort through organizing and using different means of communication The social Media has been our powerful tool specially our Face book page, (Mary Joy development Association and Dirsha), and linked in page which we have actively used. On our face book page, we have 9,629 followers on daily basis. The organization already established communications on the following Social Medias.

SOCIAL MEDIA	PAGE NAME
 Facebook	Mary Joy Development Associations
 Link Din	Mary Joy Ethiopia
 WhatsApp	Mary Joy Development Association

 Viber	Mary Joy development Association
	Mary Joy Ethiopia
 Telegram	Mary Joy Ethiopia
 Instagram	Mary Joy Ethiopia

8. Goal 2 Ensure MJDA’s organizational sustainability and improve its capacity to serve its target groups

8.1 Governance, leadership and management

The governance of the organization has a structure of general assembly with members of over 64 (of which 19 are females and the rest are males) is the highest governing body of the organization, which is followed by board of directors with a member of 7 (3 females and 4 males) and the secretariat. The board members serve a four-year term, after which they are eligible for re-election for a further four-year term. The board has the responsibility for the governance and strategic direction of MJDA, ensuring that the organization upholds its philosophy.

The board understands that good governance is fundamental to the success of the MJDA and recognizes the need for continuous review and improvement. Specific recommendations around system and procedures are being implemented. In the period under review, the board has given strategic direction for improving the systems and procedures of MJDA, following which improvements have been made on our systems and procedures as illustrated. Moreover, the board members have provided technical support and guidance by visiting the Hawassa program on the need of enhancing Systems, procedures and working practices, human resource management and organizational performance.

The Board is followed by a Management Committee. This comprises of the Executive Director (who is responsible for operational management and accountable for the board for its coordination and leadership of the organization), and Program and Operational Director, Finance Head, Medical Directors and Area Program Managers, who are responsible for undertaking the day to day activities of the organization. A system of monitoring tools is in place and the board formally communicates with the General Assembly once a year, whilst the Executive Director and the Management reports quarterly to the board. The executive director, the program director and the finance unit head usually attended board meetings.

STRATEGIC PLAN: The organization has undergone a participatory process of evaluating the performance of the 2014-2018 SPM, and the development of the next 4th SPM for 2019-2023. Consultative and validation workshops conducted for staffs, stakeholders and the leadership of MJDA, and the new SPM will be approved in the 1st quarter of 2019 by the General Assembly members and it will be implemented afterwards.

25TH YEARS ANNIVERSARY: In house discussions held among the management and staffs on how to go about the celebration of the 25th years MJDA anniversary. It is planned to undertake consultative workshop with MJDA family, supporters, stakeholders and partners to set the road map for the 25th years anniversary preparations and for the celebration that is expected to be held in June, 2019.

8.2 Human Resource Management

During the reporting MJDA has 179 staffs (male 102 and female 77) with diversified professional background and work experiences, exposure that have been working for the organization at various levels in all its operational areas. One of the indications of MJDA's good partnership with government sectors and service providing institutions is the joint venture it has with St. Paul Hospital to reach the target communities with better services. In the year 2018, the St. Paul Referral Hospital assigned 5 general practitioners (GPs), one at a daily basis to provide volunteer services at Asko MJDA Medical Center, and the hospital seconded 1 Physician for 1 year on fulltime basis at the same medical center. All wage and transportation costs has been covered by the hospital and a private company respectively.

- With support of USAID Local Capacity Development MJDA's 10 staff were trained on SPM development, Financial management, M&E, communication, program development and stakeholder engagement.
- Tailor made training is given for all project staff, such as CVC staff, SSWs, project coordinators, finance staffs, community facilitators, at all project sites. The total number of staffs attended various training on different thematic issues 90.

8.3 System Development

In the period under review, the organization has given great attention on updating and improving the systems and procedures so that it has managed building up strong system and a step moving forward it. Thus, MJDA makes it happened the development, updating and in placing of:

- Cost share management guideline
- Organizational capacity assessment assisted by LCD and certification
- Evaluation of the performance of SP and development of new SP for 2019-2023
- Staff induction process guide
- Communication strategy
- Public-Private Partnership program beneficiaries' selection and service delivery guideline
- Moreover, with the initiation and links made by the board Vice chairperson, with a company providing volunteer support the **Public-Private Partnership program data base system has been developed**

8.4 Physical infrastructure and facilities

The African Women Development Organization, the executive director of which and vice chair person of the general assembly of MJDA has donated 27 computers and it is fixed at Hawassa children and youth center (20 computers for youth, and 7 computers for children). The center has provided library services for 2200 youth & 1310 children, and computer training for 46 youth in the year. In addition, the GA member and MJDA's long standing supporter, Kegn Azimach Hailu Kalewold has donated ETB 65, 000 for strengthening the youth center.

8.5 Diversified resource mobilization schemes

Fundraising events and campaigns

New Year greetings----“Ababayehush”



MJDA stood in solidarity with the volunteer philanthropists, celebrities and artists movement to mobilize the wider public for its involvement in improving the lives of thousands of vulnerable children and destitute elders. In this regard the celebrities

and MJDA staffs together were able to mobilize more than a million ETB at Hawassa from government bureaus and the private sector during the Abebayehush cultural festivities, and it has organized fundraising night at Capital Hotel, which the hotel itself sponsored the program, and at the event about 700, 000 ETB was raised. The team aware all government sector offices including the regional head of state, private sectors and the wider communities. This awareness raising has resulted in the regional finance bureau write support letter to sector offices to support MJDA with government budget which is remarkable achievements.

Fundraising Night:



Organizing fundraising dinner night: Mary Joy has organized fundraising dinner night with a theme of “I always receive in return of my bestows”, and its hall and dinner services were sponsored by Capital Hotel. The fundraising event aims at mobilizing resources in financial and in-kind so as to provide sponsorship support for vulnerable children and elders, support vulnerable children with scholastics materials, scholarship, job placement opportunities, and to provide economic strengthening support for OVC caregivers. Promotion of the event and mobilizing governmental, non-governmental, and private sectors has been done through increasing their awareness to contribute for the good social cause. 12 schools, 45 hotels, 11 factories, 2 government sectors and 23 different private companies were reached with information on the purpose of fundraising event and the need of their support and participation to make it happen. Based on this the event was very successful that 649,980 ETB raised.

Overseas Fundraising

- † On Ethiopian Europe sport festival held in Germany, Stuttgart Artist Abrar Abdo, Artist Mekdes Tsegay and Sr. Zebider Zewdie Attended. On the Event 169,000 birr raised and more than 4 Medias including ESAT TV have made program. It was also promoted on different social Medias; 154 people coming from different countries in Europe reflected their commitment to work with Mary Joy and promised to mobilize people in their respective countries.

- † Miss Ethiopia USA Pageant and Ethiopia Embassy in Washington DC organized fundraising on December 29, 2018 in the Embassy compound. MJDA has participated at the event and aware the Ethiopian community to support vulnerable children and destitute elders.

As a whole, the total amount of fund raised through local resource mobilization, sponsorship, membership fee, in-kind and financial donation is 10,843,950 ETB, which is 37% from the overall budget of the fiscal year. And out of this the monetary value of in-kind donation worth 1,203,480 ETB.

Initiating income gaining project- Training center and Multi-purpose hall at Hawassa



8.6 Membership: All MJDA members have reached more than 800, and out of this the 4 are private companies, and the rest individuals. The members participate in the organization’s operation and pay membership fees. What is fascinating is all MJDA staff at Hawassa became a member of MJDA membership with 50 Birr/Month.

9. Stakeholder involvement



The Organization has provided different trainings like coordination of care, integrated services, service mapping, networking, referrals linkage, child protection, child rights, investment in children, social accountability, psychosocial support,

HIV/AIDS, ASRH, HTPs, etc., conducted various experience sharing, review meetings, workshops and strengthened the capacity of its primary stakeholders that include government sectors, community groups, schools, health institutions, local government, kebele administration so as to enhance their ownership on the interventions and ensuring the program sustainability. The stakeholders in all project areas of MJDA have engaged in the project cycle management process, awareness raising, information sharing and have made an indispensable for the achievements of and successes of the programs. They have involved in project designing, intervention prioritization, planning, implementation and monitoring process, including beneficiaries' selection setting selection criteria, engaged in data verification through home to home visits, enrolment and approval process of selected beneficiaries.

In congruent to this, 18 Community Care Coalition (CCC) have been established and engaged in reinforcing the coordination of community care mechanisms that are the bedrock for local resource mobilization to address the prior needs of target vulnerable groups.

9.1 Good Practices



One of the CCCs in Dilla strengthened by MJDA well recognized the community problems in the locality and they believed that "the burden of the community can be solved by the community itself using the community system". Based on this, the CCCs in Harsu kebele having 25 members (male 19 and female 9) conducts monthly meetings, follow up and provide support to 780 OVC and 330 care givers. The CCCs mobilized financial and in-kind resources from the community and maintained dilapidated house with a cost of about 40,000 ETB four vulnerable children who lost their parents due to HIV/AIDS and other unknown reasons.



10. Monitoring & Evaluation

Monitoring and evaluation are management functions through which Mary Joy ascertain whether the programs and projects meet their objectives. Thus, the main purpose of monitoring and evaluation is to provide information that will enable tracking of progress and to enhance informed decision- making at all levels in the implementation of programs and projects. MJDA has given due attention for M&E which meant it has in placed M&E unit with the required staffs, M&E system and tools and implemented accordingly.

- † In the period under review it has carried out different activities that help to make follow up, monitor, mentor and evaluate the progress and performance of the projects in all operational sites. Necessary data collected, analyzed, results have been utilized to make informed decisions, provide gap-focused support, remedial actions to enhance the performance of projects and to meet the set objectives as it deemed necessary. In relation to this, quarterly and bi-annual project performance review meetings, quarterly and ongoing supportive supervision conducted to implementing staffs, prime stakeholders, and beneficiaries by program, finance and M&E units from the head office, and it is done similarly by program area offices, and project offices. Home to home visits, counseling, and education provided to beneficiaries by volunteers, case workers, social service workers, CCCs, ES animators, community facilitators on weekly and monthly basis



- † Technical narrative, and financial reports prepared and timely submitted to funding partners/donors, government signatories, concerned government structures at all levels, and other stakeholders every quarter. In addition, terminal reports have been submitted to donors and government on those completed projects.

11. Development partners

11.1. Government and other partners

Regional, Zonal/Sub city, and Woreda level bureaus, departments and offices:

- Women, Children and Youth Affairs
- Finance and Economic Development
- Education
- Health
- Schools
- Colleges /universities
- Labor and Social Affairs
- Office of Spokes Person
- Health Institutions (Health centers & Hospitals)
- Small scale and micro enterprises development
- MFIs, cooperatives
- CBOs, FBOs
- CCCs, case workers and volunteers

11.2. Strategic partners

- Family Health International 360
- CORDAID
- Planned Parenthood Federation America (PPFA)
- Save the Children International
- JSI/JHU (John Snow Inc/John Hopkins University)
- United Nations Population Fund (UNFPA)
- Steely RMI
- NOAH Real State
- Private Sectors, individuals and communities

12. Financial accomplishment

Financial Statements

Revenue -expenditure

	2017 ETB	2018 ETB
Income		
Sponsorship & public private partnership	8,426,128	9,997,948.06
Pact -Ethiopia	7,142,227	-
FHI 360	2,656,085	14,163,731
CORDAID	1,523,047	2,195,770.64
Mary Joy Medical Centers	2,530,783	3,070,821
Save the Children	1,043,119	1,384,554
PPFA		1,346,960
Christian Aid	555,269	
JSI-Ethiopia	882,149	1,966,966.30
UNFPA Ethiopia	1,145,082	4,217,131.59
Beginning balance	3,798,899	4,694,506
Total Available fund for the year	29,424,244.17	43,038,388.59
Expenditure		
Program Expenditure		
Program personnel cost	4,379,650	10,012,162
Construction costs	452,351	198,433
Community training & mobilization	3,651,164	7,369,194
Community support	9,670,455	9,410,435
Supply & transport to community	499,775	1,238,427
Social promotion	326,401	3,300,104
Total program expenditure	18,979,796	31,528,754
Administrative expenditure		
Salaries and benefits	3,340,309	2,705,119

Repair and maintenance	232,910	385,656
Vehicle running	505,790	354,649
Travelling and perdiem	657,074	891,457
Office running cost	1,272,953	1,480,986
	<hr/>	<hr/>
Total administrative expenditure	5,546,283	5,817,867
	<hr/>	<hr/>
Total expenditure	24,988,833	37,346,620
Excess (deficit) of income over expenditure	<u>915,057</u>	<u>997,263</u>

Appreciation and gratefulness

MJDA extends its gratefulness for its strategic partners and avails its highest assurance of consideration for their outstanding contributions and support.



USAID-LCD

Individuals, Private Sectors