

## *“Climb Kilimanjaro for Charity March, 2020”*

### **Introduction:**

**Tanzania is the most incredible country, it's the Africa of your dreams. Home of the Serengeti, Kilimanjaro Mountain and the Paradise Island of Zanzibar, There's something for everyone in Tanzania. Tanzania really does have it all..!**

I wish on behalf of **White Snow Travel Ltd**, a local tour and travel company based in the city of Tanga, Tanzania & **Community Volunteer Services Tanzania (CVS-Tanzania)** a Tanzania nationally registered NGO, based in Tanga, Tanzania as well, promoting access to Quality Sexual and Reproductive Health rights information, products and services to young women and girls from poor resources settings in Tanzania is launching the **Adolescent Girls Livelihood and Empowerment Program (AGLEP)**, aimed at improving adolescent girls, young women and teenage mothers living condition through organized "**Kilimanjaro Climbing for Girls Campaign 2020**" a Climbing Mountain Kilimanjaro for tourists from all walks of life aged 18+ .

This program seeks to benefit young women and girls from poor household families in Tanzania, by creating income generation, employment opportunities and improving their livelihood through the production and distribution of menstrual hygiene management Reusable sanitary towels, generated from the campaign program. The campaign program would also set to reduce in school girls menstrual hygiene management related school abstinence, improve their school attendance and academic performances, reduced girls menstrual hygiene management related “trade sex for pads”, earlier pregnancies, unsafe abortions and maternal mortality, which are the major and critical challenges for young women and girls in rural Tanzania, East Africa

**CVS-Tanzania** ( [www.cvstanzania.or.tz](http://www.cvstanzania.or.tz) ) work to improve sexual and reproductive health and rights (SRHR) of young people through establishing, strengthening, networking and building partnership of young people on quality access to SRHR information, products and services to in and out of school young women and girls in Tanzania. Our work is aimed at behavioral change of young women and girls, with a global goal of reducing unwanted pregnancy, unsafe abortion, Sexuality transmitted infections and HIV/AIDS. **One of our missions is to ensure NO girl misses school due to a lack of sanitary Pads, Period!**

### **How the project will work:**

Support young women and girls by providing for their social economic livelihood, empowering them on small scale business, financial book and record keeping management skills and income generation. Tourists of all ages, partnering, visiting and enjoying their Kilimanjaro Mountain climbing tour with us, pay small amount of fund 10% of the total tours and

contribute for the empowerment of young women and girls. The fund is used for the purchase of Menstrual hygiene equipment, tools and products such as, the reusable sanitary towels., promote empowerment and distribution of the SRHR including Menstrual hygiene management products and be able to improve their livelihoods, sustain their lives and the lives of their families. This project focuses on providing washable, reusable sanitary menstrual pads in rural Tanga region secondary schools, Tanzania. Reusable sanitary towels are low cost, affordable and high quality, menstrual hygiene products, saves menstrual cost and time by between 75%-90% annually. "Menstrual Hygiene Management Enables, Women and Girls to Reach Their Full Potential"

### **Adventure & Giving Back to the Community:**

Ten 10% of the Climbing Mountain Kilimanjaro campaign 2020 donation, would be directly invested on young women and girls. Twenty 25-30 tourists contribution would support an average of between 1,400-1,500 marginalize at risk girls population per tour and each young woman, adolescent girl and teenage mother, would be given opportunities to improve their livelihoods and sustain their lives.

### **Our Targets:**

**The White Snow Travel Ltd & CVS-Tanzania** are expected to partner with international tour operators, Students, Universities, individuals and travels companies and private and government institutions whose main aim is to connect, link, advertise and market the campaign to intending tourists coming to Tanzania at a limited cost, these companies usually charge a small fee for the service. They make it efficient, and easy to get others to donate to the cause. (See below the costs)

The campaign is expected to accrue a total of **US\$ 30,000-50,000** towards the implementation of the menstrual hygiene Management reusable sanitary towels production and distribution and is expected to reach a total of 500 women and girls with the

reusable sanitary towel production and distribution skills as well as access a total of **150,000** in school girls with menstrual hygiene care products.

**Kilimanjaro Climbing for Girls Campaign 2020 duration:** Usually take place at least 10-15 days.

Please for more information about this Charity Campaign feel free to ask the Campaign Coordinator **Mr. Emiliias Sylvester**, by email OR WhatSapp Call: +255752489529 info@whitesnowtravel.com

**Safety: Tanzania is generally a safe country to visit**

**Kilimanjaro Climbing for Girls Campaign 2020**

**March-April. (Easter time holidays)**

*The Kilimanjaro Climbing for Girls Campaign 2020 Budget Cost:*

No	Particulars	Unity Type	Total Costs, US\$
001	Airport Pick up on arrival + Local Travel(Mini Bus/Land cruiser )	3 Days (shared)	360
002	Climbing Mountain Kilimanjaro for Girls Campaign 2020	6 Day	1,800
003	Accommodation in Lodges/Hotels +Meals	4 Nights	320
004	AGLEP project Support	10%	248
	<b>Grand Total Costs</b>		<b>2,728</b>

*The Kilimanjaro Climbing for Girls Campaign 2020 Timetable:*

Date	Activity	Responsible
March 10 <sup>th</sup> , 2020	Arrive in Tanga , Overnight in Tanga	CVS-Tanzania
March 11st, 2020	Visit the AGLEP Project, in the village, Tanga	CVS-Tanzania
March 12rd, 2020	Traveling from Tanga to Moshi town	CVS-Tanzania
March 13rd to 18 <sup>th</sup> , 2020	Climbing Mountain Kilimanjaro Campaign 2020	White Snow Travel Ltd
March 19 <sup>th</sup> , 2020	Departure date to Kilimanjaro airport (JRO)	White Snow Travel Ltd