



THIRD QUARTER

JULY - SEPTEMBER

NEWSLETTER

2025



**Realising
Education for
Development**

INTRODUCTION



Ms Naemy Sillayo (Advocate)
Executive Director

DEAR READERS

Welcome to our third quarter newsletter (July - September 2025), where we celebrate the progress made in transforming lives through reading. Our third quarter newsletter highlights continued progress in strengthening reading culture across Tanzania.

Students now have greater access to quality books, improved learning spaces, and resources that support better academic performance. Through partnerships with Karimjee Foundation and other education stakeholders, teachers have gained essential library management skills, helping them guide students more effectively.

The impact is reflected in stronger reading habits and improved learning outcomes. As we look ahead, we remain committed to expand our programs so that even more young Tanzanians have the tools they need to succeed both academically and personally.

Thank you.

Since we started, we have supported:



178 Schools



1,874,540 Students



1,330 Teachers



1,649,086 Books



613 Volunteers



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OUR THIRD QUARTER ACHIEVEMENTS



A new library was launched at Benbella Girls' Secondary School. The library was further equipped with 29 chairs, 9 tables, 10 shelves, and 558 books (150 textbooks and 408 storybooks), including 458 books from READ, 100 from Zanzibar Library Service Board (ZLSB). With these improvements, the facility is set to benefit 1,032 students and 48 (16 male, 32 female) teachers.



We distributed 458 books and learning materials to support students at Benbella Girls' Secondary School, dedicated to support students' learning and strengthening literacy development.



This quarter, we successfully donated three (3) computers to Benbella Girls' Secondary School, supporting students and teachers with improved access to digital learning resources.

STUDENTS MARK FARMERS' DAY THROUGH READING.



Reading Club students at Kipunguni Secondary School in Ilala held a special session for Farmers' Day on 08 August 2025, led by their school librarian, Emmanuel Majani. They explored how reading can inspire agricultural innovation, boost productivity, and support sustainability, while reflecting on the importance of the day.



BENBELLA LIBRARY GETS A NEW LOOK

We launched the newly refurbished library at Benbella Girls' Secondary School in Zanzibar with the partnership of Karimjee Foundation. The library is equipped with new furniture, 458 textbooks and supplementary books, and three computers, serving more than 1,030 students and 48 teachers.



MAPPING THE ROAD AHEAD WITH THE STRATEGIC PLAN



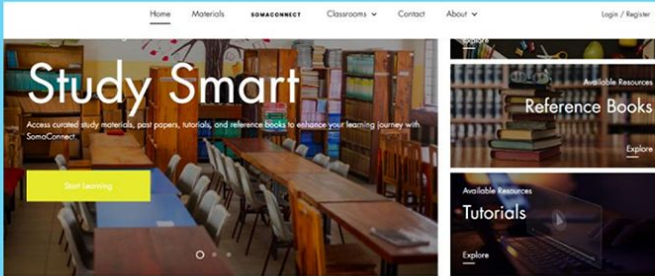
A productive session with consultant Mr. Isaack Kitururu and his team, focusing on reviewing and shaping our strategic plan. Together, we refined our goals and strategies to guide us in the coming years, ensuring clarity, focus, and impact. The discussions brought fresh perspectives, actionable ideas, and a strong sense of direction for the work ahead.

WITNESSING THE LAUNCH OF THE BOOK SALAMA BINTI RUBEYA

We had the honor of participating in the launch of the book *Salama Binti Rubeya: Simulizi kutoka Mwambao wa Bahari ya Hindi*, authored by Ida Hadjivayanis and Salha Hamdani. The event, organized by APE Network. The launch was a unique celebration, bringing together literary enthusiasts, scholars, and lovers of Swahili storytelling



LEVELING UP THE DIGITAL LEARNING PLATFORM



Enhancing our digital learning platform, Soma Connect, has been a significant improvement. We conducted internal testing to ensure the platform is functional and user-friendly, and uploaded new resources like interactive books, revision guides, and past papers. These updates strengthen the platform to support students, teachers, and traditional library services.



SUCCESS STORY

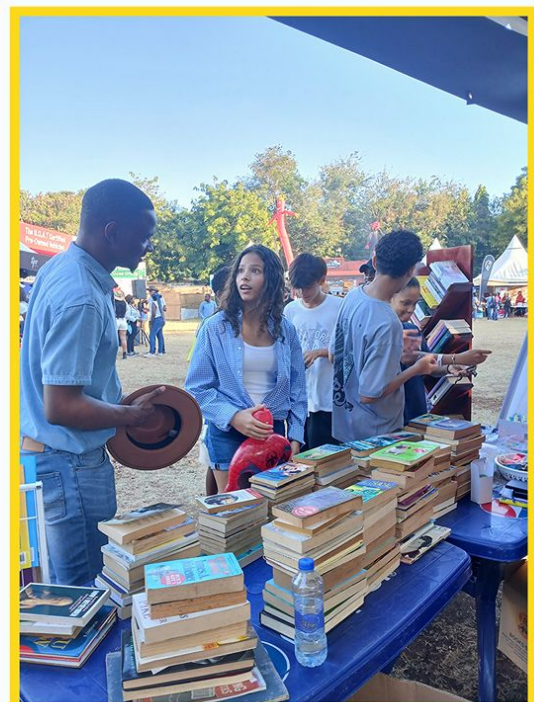
LIBRARY COMMITTEE IN ACTION

Benbella Girls' Secondary School has reinforced its commitment to promote a reading culture by forming a Library Committee. Chaired by Dr. Abbas Omar, the committee held its first meeting to define roles and strategies for maximizing library use. Student government representatives were added, emphasizing the role of students in fostering a sustainable reading environment.

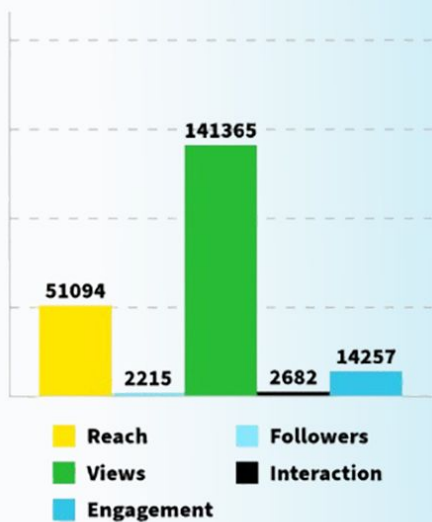


BOOKS GULIO AND ROTARY GOAT RACES DRIVING SUPPORT FOR SCHOOL LIBRARIES

Through the Rotary Goat Races and the launch of Books Gulio, we mobilized resources to expand and sustain school libraries. Both events focused on selling books, and we successfully sold 550 books. Funds raised will be used to buy new books for public schools, supporting student learning and promoting literacy development.



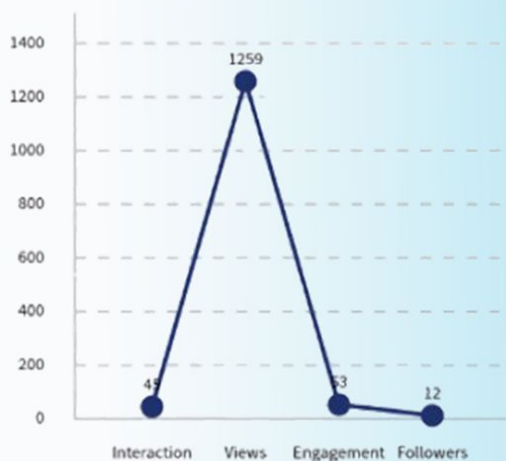
SOCIAL MEDIA INSIGHTS



To enhance visibility and reach of our programs, we strengthened our digital presence across multiple platforms, leading to increased followers, engagement, and awareness of our work.

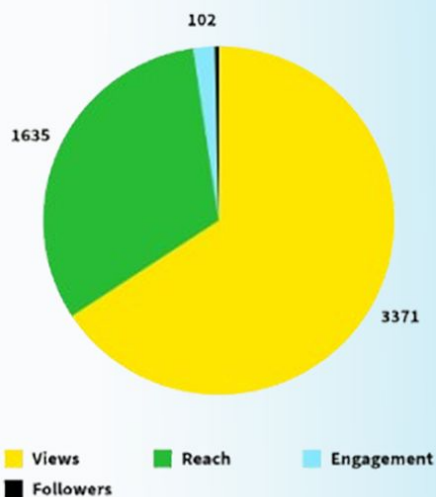
Instagram.

- Reach grew from 13,461 in Q2 to 51,094 in Q3.
- Views increased from 32,004 to 141,365.
- Engagements rose from 262 to 14,257
- Interaction increases from 1,412 to 2,682
- Followers increase from 1,309 to 2,215



Facebook

- Views increased to 1,259 from 995 in the second quarter
- Interactions grew to 45 (+36%), engagements to 53 (+23%), and gained 12 new followers (+33%)



Tiktok;

Views 3,371, Reached 1,635, Engagement 102,
New followers 18, total 352

OUR DEVELOPMENT PARTNERS



KARIMJEE
Foundation

Deloitte.



We thank our partners for believing in our vision and values. We strive to add more value and create more impact in our programs and services, your trust is the driving force behind our commitment to excellence.

We welcome more partners and call for further support to allow us to reach new heights and achieve our goals.

We also welcome any comments to improve our work. Please feel free to send us an email, visit our social media pages, or give us a call. Your feedback is valuable to us. Thank you



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