



Kikombe cha Ndoto Campaign Launch Photobook

Kikombe kimoja , ndoto elfu moja

2nd March 2026



About Us

Uwezo Tanzania, derived from the Swahili word meaning “capability,” is a Non-Governmental Organization (NGO) operating in Tanzania.

The organization is dedicated to improving the quality of education for children and youth by conducting nationwide assessments, fostering public awareness, and strengthening community engagement. It invests in designing, testing, and scaling evidence-based interventions that improve learning and livelihoods both inside and outside the classroom.

Uwezo’s work focuses on literacy and numeracy, early childhood development, mental health awareness, essential life skills, digital literacy, climate change education, and gender equity.

The organization is committed to inclusivity and community engagement, striving to ensure that all children and youth regardless of gender have access to quality education tailored to their diverse needs.

By addressing the entire basic education spectrum, Uwezo seeks to empower communities to advocate for better learning outcomes, strengthen institutional frameworks, and enhance community participation, ultimately fostering a system where every child can thrive and reach their full potential.



Background and Context

The Kikombe cha Ndoto Campaign was established in response to the growing recognition that hunger remains one of the most significant barriers to effective learning among school children in Tanzania. While national efforts to strengthen foundational literacy and numeracy through the 3R strategy (Reading, Writing, and Arithmetic) continue to gain momentum, many children still begin their school day without adequate nutrition.

The campaign was therefore conceptualized as a nationally owned, sustainable initiative aimed at mobilizing individuals, institutions, corporates, and communities to support school feeding programs as a shared investment in Tanzania's future.

Under the powerful slogan "Kikombe kimoja, ndoto elfu moja," the campaign symbolizes how one simple cup of porridge can unlock a thousand dreams, dreams of academic excellence, dignity, confidence, and opportunity.

The official launch took place on 2nd March 2025 at the Hyatt Regency Dar es Salaam, The Kilimanjaro, in alignment with the African Day of School Feeding.



Kikombe kimoja, ndoto elfu moja

Participation and National Reach

The launch event brought together **130** in-person participants, representing a diverse range of stakeholders including corporate institutions, UNICEF, PMO-RALG, TECDEN, TEN/MET, teachers and students from Kawawa Primary School, religious leaders, SMEs, government representatives, education networks, media houses, and digital influencers.

Alongside this, **250** participants joined the event virtually through Zoom and YouTube. The launch was broadcast live by Clouds Media Group across Clouds TV and Clouds Digital, reaching an estimated **500,000** viewers nationwide.

The event also received extensive media coverage from more than **10** media houses, including Azam TV, Habari Leo, ITV, Radio One, Crown Media, and Global TV Online, among others.



Opening Remarks



Uwezo Tanzania, Executive Director, Baraka Mgothamwende delivered the opening remarks, strategically linking the 3R strategy (**R**eading, **W**riting, **A**rithmetics) with school feeding programs. He emphasized that foundational learning cannot be achieved if children are distracted by hunger.

He noted that school feeding is not an act of charity but a strategic investment in education outcomes, concentration, attendance, and long-term national development.

Strategic Vision



Dr. Katanta Simwanza, Chairperson of the UWEZO Board, presented the campaign's strategic direction. He emphasized that Kikombe cha ndoto is designed as a Tanzanian-driven initiative and sustainable resource mobilization platform. He highlighted the importance of shared accountability across government, private sector, civil society, and communities in ensuring that every child can learn with dignity.

Panel Discussion



A multi-stakeholder panel discussion brought together representatives from TENMET, Nutritionist, teachers and students. The discussion focused on sustainability mechanisms, public-private partnerships, community engagement, and integration of school feeding within broader education reforms. The dialogue reinforced the importance of collaboration and long-term commitment.

Creative Performance



Renowned Tanzanian poet Mrisho Mpoto delivered a powerful stage performance that illustrated the silent struggle of a hungry child in a classroom setting. Through his artistic advocacy, he emotionally connected the audience to the campaign's mission and effectively set the tone for the fundraising session that followed.

Students from Kawawa Primary School also captivated the audience with a compelling drama performance portraying the challenges students face when attending class on an empty stomach. Their moving presentation drew significant attention and empathy from the attending guests, highlighting the urgency of addressing hunger among school children.



Official Launch



The Deputy Minister of Education, Science and Technology, Hon. Wanu Hafidh Ameir, officiated the launch. In her keynote address, she commended the campaign for aligning with national education priorities and encouraged stakeholders to support school feeding initiatives.

The official launch moment was marked by pressing a ceremonial button beside a giant cup installation that symbolized “the Kikombe cha Ndoto”, triggering celebratory fireworks.



Students' Testimonies



"Before drinking porridge at school, I often felt weak and struggled to concentrate during lessons. But now I feel energetic, participating actively in class, and aspiring to become a teacher."

Rose - standard four pupil



"At my school, attendance has improved because we are motivated to attend knowing we will receive a meal."

Zainab- standard five pupil



"When we drink porridge at school, we are not just receiving food but energy for our dreams."

Juma - standard four pupil

Fundraising and Commitments



Participants were invited to pledge financial and institutional support. Corporate representatives, NGOs, SMEs, and individuals made commitments, signaling strong multi-sector backing for the campaign.



Baraka Mgohamwende
Executive Director - Uwezo Tanzania

VOTE OF THANKS

On behalf of our team, we extend our sincere appreciation to all partners and stakeholders who supported the launch of the Kikombe cha Ndoto campaign. Your collaboration and technical support has been instrumental in advancing a shared agenda to strengthen school feeding as a strategic intervention for improving children's learning outcomes conditions in Tanzania.

Ensuring that children learn effectively requires addressing the structural barriers that affect their ability to engage in the classroom. Adequate nutrition is a fundamental component of this effort, as it directly influences children's cognitive development, participation, and overall educational progress. School feeding programs therefore remain a critical entry point for supporting both learning and equity within the education system.

Through Kikombe cha Ndoto campaign, we aim to catalyze stronger multi-sectoral engagement among government institutions, development partners, private sector actors, and communities to reinforce national efforts that support children's foundational learning. While one cup may appear small, within a child's educational journey it can shape the difference between missed potential and meaningful opportunity.

It is our hope that beyond this launch, when opportunities arise, you will continue supporting school feeding efforts within your institutions and communities, ensuring that children can learn, grow, and dream without hunger limiting their potential.



FEED A CHILD'S DREAM

SCAN TO DONATE



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