

KITUO CHA MAADILI KWA JAMII

CENTRE FOR SOCIAL ETHICS (REG. S.O. No. 9684) (MAADILI CENTRE)

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NGO PROFILE

Name of the organization: - Centre for Social Ethics

Acronym: - Maadili Centre

Postal Address: P.O.Box 16183
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Headquarters Physical Address: Imbaseni Village, Maji ya Chai
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I. WHAT IS THE CENTRE FOR SOCIAL ETHICS – MAADILI CENTRE?

The Centre for Social Ethics – Maadili Centre is a local Tanzanian non for profit non governmental organization; was founded in 1997 and officially registered by the government in 1999.

The aim of Maadili Centre is to create awareness and educate our communities to use their natural resources in their own environment to improve their livelihoods and reduce poverty.

ORGANIZATION'S COVERAGE: NATIONAL

II. EVOLUTION AND LEGAL STATUS.

The Centre for Social Ethics - Maadili Centre was founded in 1997 after the founding members conducted several assessments in different regions of Tanzania. The main concern was the deterioration of our social values and social conduct, especially among the younger generations, after Tanzania adopted a free market economy. During February 1999 was officially registered with the Societies Ordinance Act in the Ministry of Home Affairs with registration No. S. O. 9684.

The organization was officially inaugurated In September 1999 by the then Minister of Women and Children Affairs Hon. Mary Nagu. In the ceremony were also present the then Regional Commissioner Prof. Philemon Sarungi; the then District Commissioner Henry Orauya and other government and religious leaders.

III. GUIDING PRINCIPLES

Maadili Centre believes that the development of our society can be achieved through community empowerment and its full participation in all decision – making processes.

Our motto: - Mind, Spirit and Hard work

**Our values: - Patriotism and Integrity; Good Governance and Openness;
Transparency; Accountability and Voluntarism.**

Our development philosophy: -Sustainable development is an empowerment process through which communities build their knowledge skills and experience through action research initiatives to face all their social and economic problems.

Our core competences: -

- Transparency and Accountability to our target groups, partners and donors.
- Project and goal focused
- Committed to our work and our communities
- Proactive thinking and balanced decision making
- Respect for policies and the law.
- Result oriented.

III. VISION

A strong Tanzanian society with its communities fully participating in all decision-making processes, able to face all the challenges of social and economic problems and determining their future.

To realise this vision, the long term goal of Maadili Centre is: To contribute to improved livelihood and sustainable development of communities in Tanzania through building their capacities and empowering the different actors in the society: children, youths and communities individually or in groups to use their knowledge, skills and resources to bring about the socio – economic development of the nation.

IV. MISSION.

Maadili Centre is committed to its vision by promoting education, research and training of different actors in the society: children, youths and community, individually or in groups, to enable them to see their potential and opportunities; enhance their social responsibility and economic status thus preventing the fast deterioration of morals and values in our society. This is to be achieved using Research – Action – Training initiatives in the following ways: -

1. Promote peace in the society through educating the community the four principles of personal ethics and social ethics (Knowledge, Justice, Temperance and Perseverance).
2. Support innovations that emphasize and sensitize good moral behaviour in the society among children, youths and communities.
3. Build the capacity of different community groups in negotiation, lobbying and advocacy to influence and develop national policies favourable to their own development.
4. Facilitate initiatives that help communities to control and manage their natural resources and preserve their environment.
5. Support entrepreneurship and empower the community with entrepreneurial abilities to increase income thus reducing poverty.
6. Facilitate changes in gender relationships among women and men in the society.
7. Facilitate and catalyse community groups own development processes especially through networking.

V. INTERVENTION DOMAINS

- a. Mainstreaming gender and development.
- b. Civic education, policy analysis, lobbying and advocacy.
- c. Entrepreneurship education and training in business livestock production (especially poultry).
- d. Promote the public debate on accountability, integrity, patriotism and good governance.
- e. Facilitate the establishment and strengthening of community/farmers organizations in form of groups, associations and networks.
- f. Participatory research and promotion of local knowledge and resources.
- g. Education in adaptation to climate change and management of natural resources.
- h. Environmental education and soil conservation, local innovations in land and rain-water management.

VII. INTERVENTIONS APPROACH AND METHODS

In our work with communities we use a direct approach. The areas of intervention are selected according to the demand provided by the beneficiaries after assessment studies. In the district level a cluster of wards are selected. Subsequently we work with the target groups in accordance to the programs scheduled. This is provided through the following methods: -

1. Participatory research
2. Feedback and Discussions Forums
3. Training workshops
4. Exchange/study visits
5. Production and Publication of learning materials (fliers, posters, booklets and manuals)
6. Radio and TV programs
7. Community Theatre for development.

VII. OTHER SERVICES THAT MAADILI CENTRE OFFERS: -

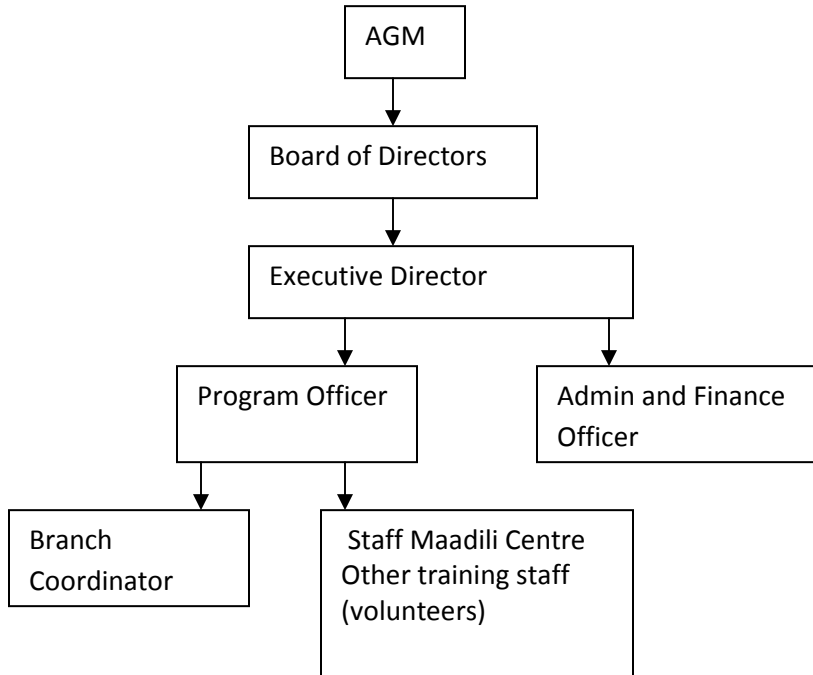
1. Assessment research studies and context analysis.
2. Training needs assessment.
3. Participatory evaluation of programs. These depend upon requests from the community leaders, government agencies.

VIII. TARGET GROUPS THAT MAADILI CENTRE CURRENTLY WORKS WITH.

- Women, children and youths individually or in groups.
- Groups, associations in urban and rural communities.
- Farmers and other organizations (groups, networks).
- Primary, Secondary and higher learning students and teachers

IX. ORGANIZATIONAL SETUP

a. Management and Staff structure



Maadili Centre has a hierarchical structure (as it is shown in the picture) with three tiers: -

1. **The General Assembly** is the supreme ruling body. It elects the Board of Directors.
2. **Board of Directors:** - Elected by the General Assembly is responsible for the supervision and management of the organization and its activities.
3. **Headquarters Office:** - Is the executive organ of the organization, responsible for the administration, management and execution of the day to day activities. The National Office is headed by the Executive Director who is Secretary to the Board. The E. D is assisted by the Program officer and the Administrative and Finances officer. The head office has 7 staff (4 female and three male). Other training staff mainly volunteers are allocated specific tasks and field training activities operate on a part- time basis.

X. MAADILI CENTRE'S SIGNIFICANT PAST PROGRAMS:-

No.	PROGRAM	TIME FRAME	PROGRAM OUTCOMES	SOURCE OF FUNDS
1	Training in income generation activities	1999 - 2000	<ul style="list-style-type: none"> 54 youths from Moshi District applied for relocation in new plots in Handeni district; today they are successfully engaged in profitable farming and other businesses. 	Members fees Diplomatic Spouses Group Dar es Salaam



2	Guidance and Counseling Education for Primary school teachers (Moshi Municipal and Rural Districts – Kilimanjaro region; Lushoto District – Tanga Region)	2001 - 2003	<ul style="list-style-type: none"> Built the capacity and enhanced knowledge on social ethics for the disciplinary teachers in the primary schools to improve their work performance. Improved interaction of students, teachers and parents in relation with their problems and family issues. 	Diplomatic Spouses Group Dar es Salaam; Canada Embassy in Tanzania, Foundation for Civil Society.
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3	<p>Coordination of the Global Week of Action 19 – 25 April 2004 in Tanzania:- The MOTTO was “Children who are missing education”. The activity was carried out simultaneously in 17 districts all over Tanzania. The official venue was in Dodoma.</p>	<p>January to April 2004</p>	<ul style="list-style-type: none"> • Created strong awareness of the importance of education especially for disabled children and children living in impoverished conditions. • More disabled children enrolled in schools and opening of classrooms in primary schools for special education. 	<p>Commonwealth Education Fund UK; UNESCO; Save the Children UK; OXFAM GB</p>
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4	<p>Establishment of the Coalition of Education Disabled and Non-Disabled CSOs in the Tanga region – Tanzania</p>	<p>2004 - 2007</p>	<ul style="list-style-type: none"> • Increased enrolment of children with disabilities in the government and private schools. • Reduced stigma on people with disabilities in workplaces and increased employment of disabled people in the government and non governmental institutions. • Improved self awareness on disabled people and their potentials in the community as leaders and advocates of their rights. 	<p>Commonwealth Education Fund (CEF) UK</p>
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5	Establishment and Management of the Maadili Child Care Centre for orphaned children (Arumeru District – Arusha Region)	2007 – 2014	<ul style="list-style-type: none"> • Purchased a plot of 4 acres; became engaged in self sufficiency activities such as poultry and farming to help to pay children’s uniforms and school materials as well as secondary education fees. 	Different Donors from inside and outside the country. Eg. World Mercy Fund, Trocaire, USA embassy and Ireland Embassy in Tanzania, etc.
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6	Heri Maadili – Capacity building to children and youths on Social Ethics, Accountability and Good Governance. Establishment of Ethics Clubs in the schools and colleges Arumeru District – Arusha Region and Temeke District – DSM region)	2009 – 2010	<ul style="list-style-type: none"> • Strengthened collaboration between the civil society organization and government institutions. • Introduction of the “maadili clubs” in the schools for capacity building to youths about accountability, integrity and good governance. 	WB through the President’s Office - Ethics Secretariat
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7	<p>Survey of the ethics performance of service provision in the transport, and trade sectors in Tanzania. (Arumeru District – Arusha Region and Temeke District – DSM)</p>	<p>2010 to date</p>	<ul style="list-style-type: none"> • Increased cooperation with government institutions. • Carried out research on the economical status and the way forward of Tanzanian farmers in the Poultry Sector for the East Africa market. • Prepared and printed a friendly version of Poultry Manual for raising indigenous chicken for business. • Coordinated community trainings in entrepreneurship and business management especially poultry. 	<p>WB through the President's Office – Commission for Public Service Management</p>
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XI. MAADILI CENTRE'S CURRENT PROGRAMS:-

No.	PROGRAM	GOALS
1	<p>Promotion and advocacy for improvement of working ethics of the Public Service Servants.</p>	<ul style="list-style-type: none"> • As the name of the program emphasizes to continue to carry this program in collaboration with the President's Office Commission for the Public Servants. Maadili Centre is one of their stakeholders that are preparing a manual for training public servants to improve their services (Manual for training on public service ethics).
2	<p>Maadili Kwanza Program: - Establishment and management of ethics clubs in schools (primary, secondary and higher institutions).</p>	<ul style="list-style-type: none"> • To continue to educate and promote public debate on accountability, integrity, patriotism and good governance in the primary and secondary schools and higher learning institutions, emphasizing to the youth good ethics, civil education, accountability, patriotism and openness in order to train better leaders, parents and responsible citizens of the future.

		<ul style="list-style-type: none"> • To create awareness of the responsibilities of the public and the service providers according to the existing policies
3	Agriculture and Livestock Program (Maadili Poultry Project).	<ul style="list-style-type: none"> • To promote entrepreneurship in agriculture and livestock keeping to children, women, youths and the community/farmers. • To provide knowledge to farmers' communities on management of small and medium scale enterprises • To promote better methods and approaches of using the natural resources to reduce the land use conflicts between crop farmers and pastoralists. • To support and encourage technological innovations to help transform the poultry sector. • To encourage the formation of sustainable poultry livestock farmers associations and improving poultry livestock infrastructures. • To empower poultry livestock farmers so that they can participate effectively in poultry livestock development.

XII. FUTURE PROGRAMS

1. Building and Management of a Centre for Psychological Help and Counseling:-

To focus on the psychological problems of children, youths and communities and to work towards eradicating these problems; to support and promote the psycho-emotional well-being of couples and single-parent families towards stability, growth and acceptance of the new family unit. The services provided will include family casework and counseling, support groups, programs for children, and public education.