

Profile of a 'Kitchen Table Charity'

A love affair with Africa and the freedom of retirement are the reasons for Zanzibar Action Project – ZAP's – existence. Retired GP Pat Preece and his wife Janie, together with two friends, started their charity in 2003 in Jambiani, a fishing community with a population of 10,000 on the south east coast of Zanzibar, by giving some basic English lessons and funding bursaries for two hotel workers.

Increasingly impressed with the community's thirst and enthusiasm for learning and self-help, they discovered that behind the cheerful friendliness of the local people lay an extreme poverty, with the majority of families living barely at subsistence level.

Pat and Janie realised they had skills, both medical and educational, which could really make a difference. Since then, ZAP has grown and flourished and is now a well known and respected organisation in the area. The charity is registered in the UK, with the advantage of additional NGO status in Zanzibar. ZAP is a secular charity, i.e. non faith-based.

Aims/Ethos

1. To provide sustainable long term aid – medical, educational and vocational – in Zanzibar, an area of sub-Saharan Africa which is largely ignored by the major charities. It does not give handouts to individuals for personal needs but with its 'hands on' system ensures that a very high percentage (**96% in 2007**) of available funds is distributed directly to targets.
2. To work in close partnership with the local community at all levels, thus ensuring ZAP responds to the people's articulated needs, providing opportunities for them to help themselves.

Methods

The frequent visits to Zanzibar of UK Directors, assistants and volunteers are critical for communications with the village and the ongoing supervision of projects. All field trips involve joint meetings with the Jambiani Village Development Committee (whose existence testifies to their determination to improve their community) and an excellent relationship based on trust and mutual respect has been established and continues to deepen. ZAP is extremely fortunate in their Zanzibari Director and Manager, Mr Pandu, who makes sure that **every penny raised in the UK goes directly to its target**. Highly respected within the community, he is a skilled communicator and pastoral figure for our students in training. A senior member of the Jambiani village committee, he visited the UK for the first time in 2007 and made a great impression on everyone he met. Every overseas charity should have a Mr Pandu!

Achievements

ZAP has established a programme of action to provide medical, educational and vocational support where and when it is most needed. **Please see separate sheets** for our many and diverse charitable activities. This little success story is typical:

As one of their first projects, ZAP set up English classes for poorly-educated village ladies. Stuck in a rut of poverty, mostly married with small children, they also work at the back-breaking local industry of seaweed-farming, earning just a few pennies a month to support their families. From a hesitant start, the Ladies English class flourished, its importance lying as much in its social as in its educational value. "Now we want to improve our lives and seek further opportunities for ourselves and for our community. Please don't abandon us now, but help us further," they said as their confidence grew.

So ZAP started sewing and computer classes specifically for ladies. Several of them suggested they should cook a nutritious 'porridge' for the nursery school children,, and yet others wanted our help to train as kindergarten teachers. In a culture where a woman's role has been so circumscribed, even such small opportunities to improve their skills and standing in the community are giving the Jambiani ladies 'light to solve their daily problems.....and fight against poverty' – as Mr Topu, Secretary of the Village Committee recently put it in a letter to ZAP.

ZAP in the Future

A personal, 'hands-on' approach is fundamental to ZAP's success. We are confident that the infrastructure is now in place not only to sustain current projects, but to provide opportunities for future local employment. For example, ZAP will be helping the Village Committee to set up a **fish distribution business** for **disabled** people; and plans are advanced to establish our newly-qualified vocational students (electricians, plumbers, and mechanics) in a **workers' co-operative** – the first of its kind in the area. We are

responding to the school Headmaster's request to train more teachers. The recent appointment of a **VSO teacher adviser** to the Jambiani area, employed solely by the charity, means that ZAP needs to raise more funds, and we aim to invest a **capital sum** to ensure long-term sustainability of all our charitable activities.

Emergency Response

Though not part of our original brief, ZAP has found itself responding recently to situations of dire emergency. In 2007, we witnessed an outbreak of cholera and helped fund a new water system for the southern villages; this year the other main water pump broke down, leaving the rest of the community without safe, fresh water since April. In partnership with the local community, who managed to raise 20% of the cost, and as a result of extra ZAP fund-raising in the UK - fortuitously during the first UK visit of our Zanzibar Director, Mr Pandu - a new, more powerful pump has been purchased and is shortly to be installed. Recently there was a universal power cut on Zanzibar island, adding further to the misery of the people. ZAP was able to react daily to the desperate needs in the village clinic by providing drugs and essential equipment, and we also allocated extra funds to purchasing diesel, and fresh water.

Cost of Commitments

Allocation of funds in 2007 is illustrated in the pie chart below, backed up by available financial data which can be accessed in the recent Accounts. The data demonstrates clearly ZAP's two core beliefs:

- 1) Administration costs kept to a minimum, with a large percentage of funds being distributed directly to their targets.
- 2) Prudent reserves kept to ensure that ZAP projects be sustainable in the long-term.

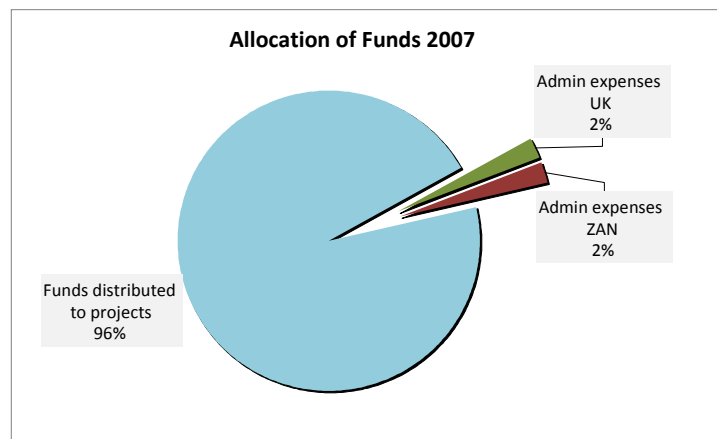
Currently, ZAP's on-going projects cost approximately **£20,000 per annum**, the balance of funds distributed in 2007 being 'one off' investment in new equipment. A moderate expansion, on which ZAP now feels confident to embark, would necessitate an increase of regular expenditure to around **£25,000 per annum**.

Fundraising Methodology

ZAP works hard to raise money. A core group of friends and supporters (around 200) support the charity regularly, with a total income of almost £3,000 p.a. from specific Regular Giving donations. Fund-raising events in 2008 have so far yielded £5,000 net. Specific appeals are issued during times of crisis, such as the disastrous water power cuts

and water problems described above. The wider financial support which ZAP now seeks is vital to its continuing success in the long-term.

Diagram showing high percentage of Funds reaching targets



Marketing

ZAP's main marketing tools are a leaflet, the website at www.zanzibaraction.co.uk, regular newsletters to supporters, a promotional DVD and ad hoc media relations. The services of a UK media consultant are now used, and ZAP is always open to discuss ways in which donors can be given recognition

IN SUMMARY

ZAP is proud to operate at the "coal face" in Zanzibar - a particularly poor part of sub-Saharan Africa, **which is largely neglected by well-known charities**. We feel that we are uniquely placed to help liberate an African community from the strait-jacket of subsistence living by improving their health and education. ZAP can make a real difference by giving these people the opportunities and encouragement they so desperately need.

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