



# 2024

## ANNUAL REPORT



**Maasai Girls  
Rescue Center**

# A LEADER'S PERSPECTIVE

Nine years ago, I had little more than a dream—and the faith that creating a loving, safe home for the most at-risk Maasai girls was not just a worthy goal, but a necessary one. I was proud to say: I was right.

Today, our Maasai family is 73 strong—and growing. What had once been a stretch of scrub brush had transformed into a vibrant, thriving community. We have homes filled with laughter, a flourishing farm, joyful playgrounds, a multipurpose center, and a successful operation that employed many local Tanzanians.

In the following pages, I invite you to read about the incredible progress we had made this past year. Highlights included:

- **The grand opening of the Maasai Cultural Center**, which offered an immersive, interactive experience that celebrated the rich history and traditions of the Maasai people.
- **Successful fundraising for our Maasai EcoLodge**, which moved us closer to financial sustainability so we could focus more energy on supporting the girls and the wider Maasai community.
- **A new computer learning center and a self-paced math system**, which accelerated our girls' math and English skills while building their confidence.
- **Major enhancements to our custom business system**, which allowed us to track over 100 unique data points for each girl—ensuring we stayed focused on their individual growth while also monitoring overall operational success.
- **Celebrating the graduation of two girls from vocational school** who were employed in the hospitality industry.
- **A powerful new documentary**, created with Impact Stories Fund and Papricut, that captured the journey of one of our girls, Momoi, and the vital role the center played in her life.

We also faced our share of challenges. Record rains severely damaged our water system, which led to costly reconstruction. And two of our girls, after turning 18, chose to return to the bush. We respected their decisions and remained hopeful they found their own fulfilling paths.

Looking back, I knew in my heart that building a loving home for these girls was the right decision. But none of this would have been possible without a dedicated team, generous donors, and an incredible community of volunteers. I was deeply grateful to each of you. Please continue to walk with us on this journey—to provide safety, hope, and opportunity to these remarkable women.



**RICK MORRO**

*Maasai Girls Rescue Center, Founder*



## OUR MISSION IS SIMPLE

Rescue and transform the lives of at-risk Maasai girls by providing food and clothing, shelter, medical attention, counseling, spiritual development, education and training in a loving, familial, and safe environment. We purposely and intentionally prepare the girls for a future of financial independence and self-sufficiency.

## OUR VISION IS BOLD

Break the cycle of poverty and oppression in the Maasai Community by raising strong, financially independent and self-reliant women. MGRC women will possess the acumen, education, management skills, vocational training and life skills needed to be successful business owners, educators, professionals, community leaders and good parents. Our success utilizes a unique entrepreneurial model.



# ACCOMPLISHMENTS IN 2024

## Education: The Path to Financial Independence

Each girl recognizes education's crucial role in achieving financial independence. In 2024, we made great strides in education and training:

- We expanded vocational programs to include sewing, beadwork, farming, and computer literacy.
- We added two teachers to our preschool to better prepare girls for school.
- Our first two vocational school students graduated in hospitality, and both are now employed.
- All Class 7 girls passed the National 7 exam.



## Community Engagement and Recognition

Environmental care and community involvement are key to the girls' leadership journey. The girls regularly clean up litter on their way to school. Our comprehensive approach to each girl's development helped MGRC receive formal recognition from regional social welfare.



## Spiritual Growth

Spiritual development remains a priority.

- All girls attend weekly Bible study, with several reading the gospel during services.
- Four girls were confirmed in 2024, and 22 are preparing to receive the sacrament.



## Financial Independence and Sustainable Future

We made significant strides in reducing our reliance on fundraising:

- Began construction of Phase 1 of the Maasai ecoLodge and villas, and raised funds for Phase 2.
- Started a flower and tree nursery to enhance the ecoVillage grounds.
- Planted 400+ fruit trees and expanded animal and crop production to reduce meal costs.



# MAASAI CULTURE CENTER

## THE LATEST EXPANSION AT THE ECOVILLAGE

The Maasai Culture Center (MCC) is the newest addition to the ecoVillage, rooted—like all our initiatives—in the well-being of Maasai girls. It began as a way to help the girls connect with and take pride in their rich culture and traditions. We brought in a Maasai "Coco" (grandmother, bead maker, and cultural teacher) from the bush to teach beadwork and boma construction. Our staff members, skilled in traditional weapon-making, also shared their knowledge. Once we developed the culture and education program for the girls, it became apparent that tourists would greatly benefit from a similar experience.

The Maasai Culture Center offers visitors a unique insight into the rich culture, rituals, and beliefs of the Maasai tribe. Through an immersive experience, travelers learn how to bead, make shields, and enjoy tribal dancing and storytelling—all performed by authentic Maasai members. Visitors will leave with a deep respect for the Maasai culture and a better understanding of how the tribe is navigating modern challenges. **All proceeds generated are donated to the Maasai Girls Rescue Center.**

Once the ecoLodge opens in Fall 2025, the Culture Center will offer an exciting day of cultural immersion to Lodge guests, as well as travelers simply passing through the area.



Maasai  
Culture Center

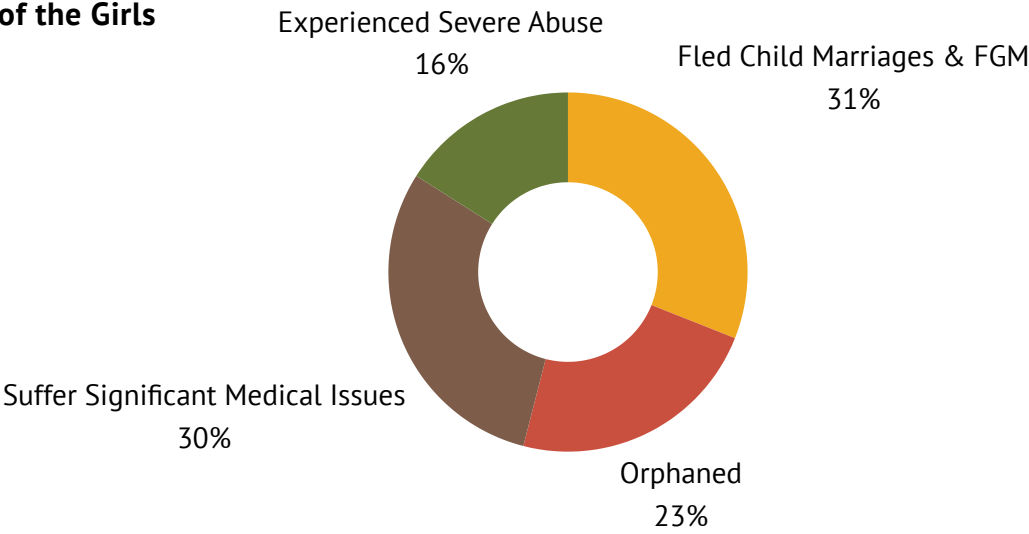


# NUMBERS THAT MATTER

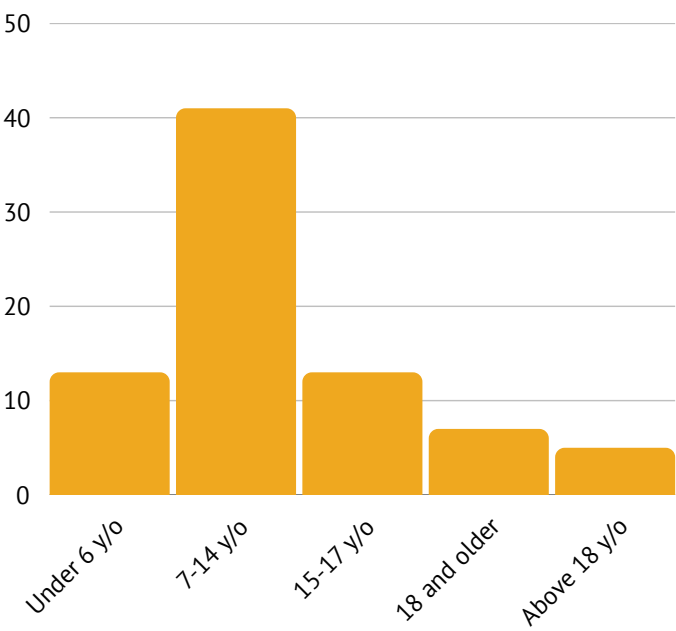
In 2024, we welcomed 12 new girls to the family. Some of these girls escaped abusive situations, while others were left orphaned. All new arrivals receive **medical attention, emotional support, and a lot of love**. The girls truly become sisters, helping each other grow, thrive, and find happiness. That year, two of our girls **graduated from vocational school and are now employed**, and two other girls chose to be reunited with their families.

We're proud to note that our digital and social media campaigns are successfully raising awareness about MGRC. It's our hope that as our audience, donors, and sponsors grow, we can help more and more girls.

## Background of the Girls



## Age & Number of Girls





# ECOFARM SUCCESS

## NOURISHING GIRLS AND TEACHING SKILLS

Through modern farming techniques, a desire to learn, and effective management, our ecoFarm continues to improve its yield. Each year, the EcoFarm consistently increases its output. Today, it supplies an **impressive 95% of the protein, 90% of the vegetables, and 50% of the fruit** needed to feed our growing number of girls and staff.

In 2024, the EcoFarm:

- Produced \$62,152 worth of food at a cost of \$29,160, **saving MGRC \$32,992 in food costs.**
- Pasteurized milk and produced butter, **reducing cooking oil costs.**
- **Expanded livestock** with 2 baby cows, 15 pigs, 48 rabbits, and 90 chickens.
- Harvested 10kg of coffee and saw its **first watermelon and banana crops.**

Beyond providing nutritious food, the ecoFarm serves as a vital classroom, teaching animal husbandry, gardening, innovative farming operations, and the importance of daily chores.





# ECOLOGDE NEARS COMPLETION

## SUSTAINABLE TOURISM FOR A GREATER CAUSE

Construction of Phase One of the Maasai ecoLodge and villas is well underway. Our teams are finalizing the interiors of the guest sleeping units, landscaping is progressing, and the pool is ready for swimmers!

Ideally situated near Lake Manyara and the Ngorongoro Crater, the ecoLodge offers guests stunning scenery and easy access to two of Tanzania's premier conservation areas. The adjacent **Maasai Culture Center**, which offers an authentic cultural experience, truly sets the EcoLodge apart from other lodging options.

We are targeting a **Fall 2025 opening** and are actively engaging with travel companies, encouraging them to visit the ecoLodge and recommend it to their clients. Additionally, we are partnering with the **Fair Tourism Foundation** to help spread awareness of our mission and unique accommodations.

**With all proceeds from the Maasai ecoLodge and Culture Center directly supporting Maasai Girls Rescue Center**, our vision of reducing reliance on fundraising and focusing more on helping girls and their community will soon become a reality.





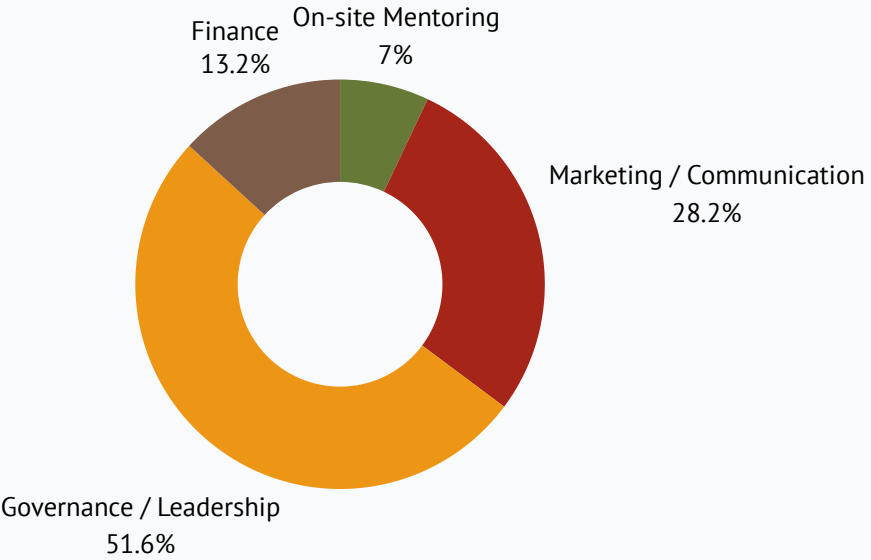
# OUR DONORS AND VOLUNTEERS

**Volunteers and donors remain vital to MGRC's success.** Generous individuals from around the world dedicate their time to mentor and inspire the girls, sharing their talents, knowledge, and compassion. Additionally, professionals from diverse fields contribute to the organization's management and operational support.

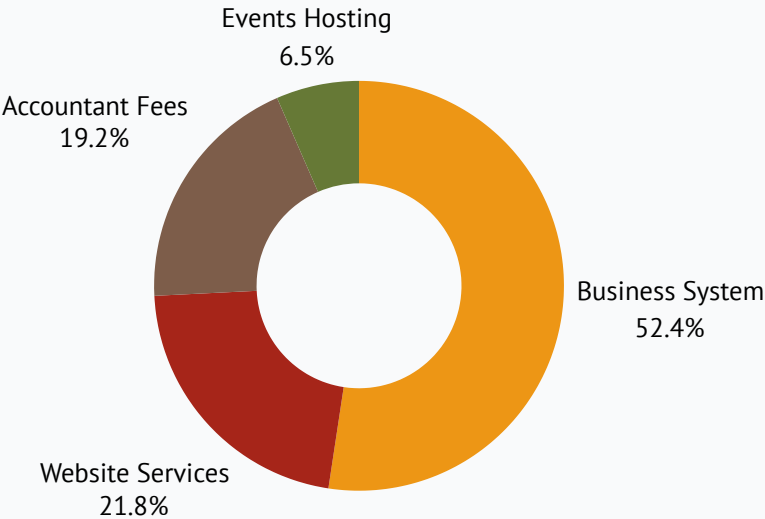
We're proud to report that **100% of all donations**—whether time or funds—go directly to the care of our girls and our construction projects. In 2024, we had the privilege of receiving over 6,800 volunteer hours from a remarkable group of professionals, executives, and entrepreneurs. A summary of these volunteer hours by activity can be found in the chart below.

Furthermore, GrowthPoint Inc., a marketing services company, generously covers all overhead expenses. This includes accounting, website design and hosting, and business system support. The value of these **pro-bono services in 2024 is estimated at over \$135,000.**

## Volunteering Hours by Activity



## Pro-Bono Expenses by Type



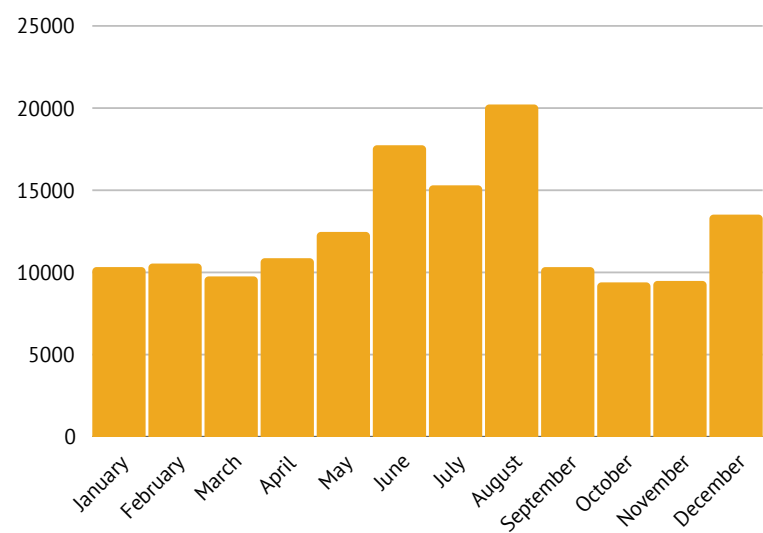
# FINANCIAL STATEMENT

## JANUARY 2024 - DECEMBER 2024

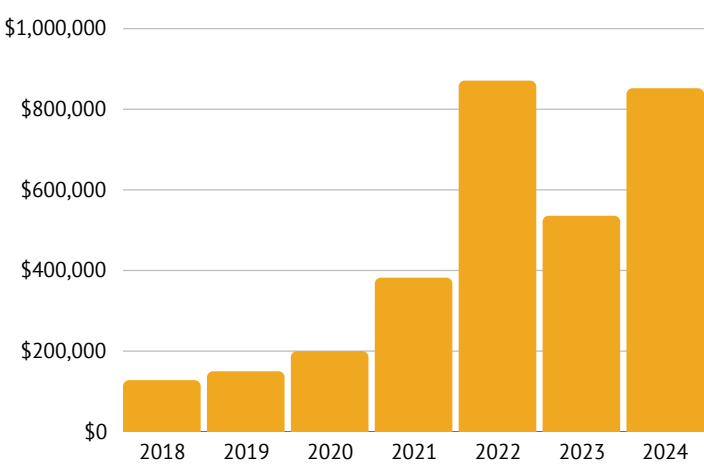
Our charity management expenses are **zero**. This is because the founder, president, board of directors, angel donors, and fundraising team members are all **unpaid volunteers**. All expenditures are **Tanzanian expenses used directly for the care of our girls or for building and maintaining the ecoVillage**.

In 2024, our expense per girl remained under our target of \$180 per month/per girl, and we are forecasting to maintain this in 2025. This is significant, especially considering inflation affecting all our expenses and much higher educational costs. For instance, utility costs have more than quadrupled since 2023. By producing most of our food on our ecoFarm, we were able to **effectively control costs and significantly improve the nutrition of our girls**. Our improved business system provides a direct, daily-updated line-of-sight between our donations and actual expenses.

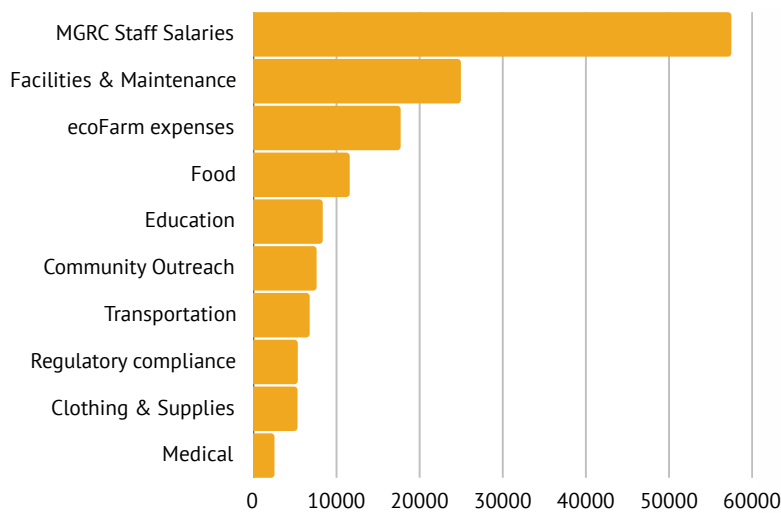
Expenses by Month



Annual Donations



Expenses by Expense Category



100% of our funding comes from individual donors. GrowthPoint® and many other professionals, provide marketing services and business systems pro bono for both the USA and Tanzanian organizations.



# FINANCIAL STATEMENT

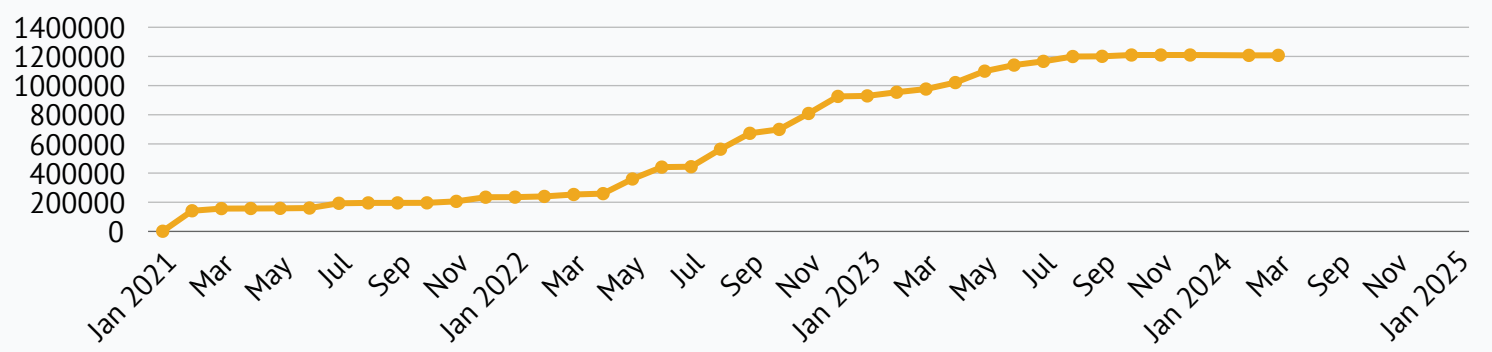
## CAPITAL EXPENDITURES

MGRC continues to make progress on its vision of building a **permanent home for the Maasai Girls Rescue Center** in Karatu, Tanzania. In 2024, we began construction on Phase 1 of the ecoLodge. This first phase includes the main lodge—a central hub with check-in services, a farm-to-table restaurant, a bar, and a shop—as well as four villas. These eco-friendly accommodations feature both single and double units, each with a private deck overlooking the valley, a sitting area, and a well-appointed bathroom.

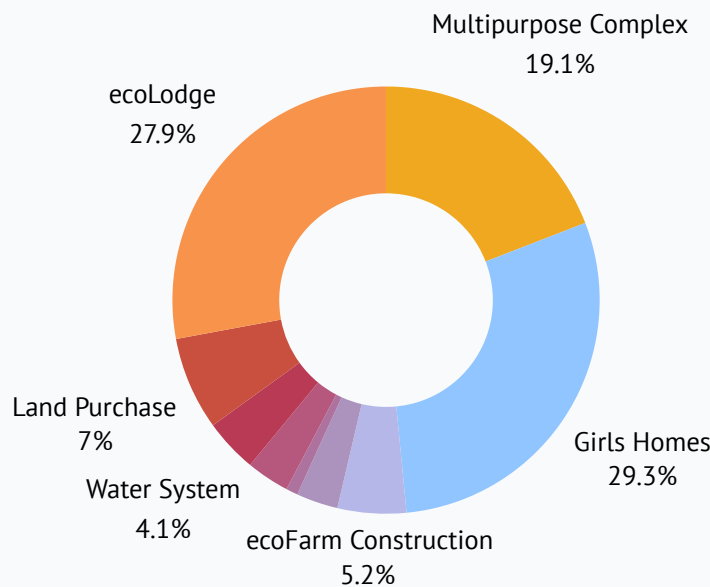
We successfully **raised over \$646,610 in 2024**. Contributions ranged from \$50 to \$150,000 from generous individuals, with the MGRC Board of Directors providing additional funds needed to complete the capital projects and fund the EcoLodge.

We are extremely proud of our local management team, who worked diligently with local construction companies to complete these projects under budget and on schedule. The expenditures below are cumulative through December 2024.

Capital Expenditures by Month (USD)



Capital Expenditures by Project



# GOVERNANCE

MGRC is governed by all-volunteer boards in the United States and Tanzania. MGRC is a registered 501(c)(3) non-profit in the United States. It is a registered non-government organization (NGO) in Tanzania.

## USA Board of Directors



Executive member  
**Bruce Hammond**  
President & CEO,  
GrowthPoint



Executive member  
**Joyce Hammond**  
Treasurer  
CFO, GrowthPoint



Executive member  
**Daniel Martineau**  
Secretary  
Lawyer



Executive member  
**Rick Morro**  
Founder, MGRC



Board Member  
**Randall Freeman**  
Retired engineer  
executive



Board Member  
**Oliver Martineau**  
Real estate executive



Board Member  
**Sue Shimoyama-See**  
Retired business  
executive



Board Member  
**Mary Flieller**  
Retired communications  
executive



Advisory Board Member  
**Greg Scheu**  
Founder, StratPro  
Partners, business  
consultancy

## Tanzania Board of Directors



**Rick Morro**  
President & Founder,  
MGRC



**Elisante Loi Laizer**  
On-site Manager, MGRC



**Peter Mmassy**  
Community Volunteer



**Boniface Plasidi**  
Community Volunteer



**Bruce Hammond**  
CEO, GrowthPoint



**Daniel Martineau**  
Lawyer



# A YEAR OF REMARKABLE ACHIEVEMENTS AND FUTURE HOPES

Looking back on 2024, every donor, volunteer, and staff member should stand proud of what we accomplished. By raising enough funds for Phase 2 of the ecoLodge, we are inching closer to being less dependent on donations and more focused on giving back to the local community. The opening of the Maasai Culture Center is also bringing crucial awareness to Maasai tribal culture, traditions, and challenges. Finally, and most importantly, our girls continue to thrive and mature into young leaders with confidence and grace.

In 2025, we will open Phase 1 of the ecoLodge to visitors. When in full operation, the EcoLodge and the Culture Center will generate adequate revenue to cover MGRC's operational costs. While I can't foresee what challenges await us this year, I do know we can count on you to help us complete this journey and ensure the most at-risk Maasai girls live happy, independent lives.



## Maasai Girls Rescue Center

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[info@maasairescue.org](mailto:info@maasairescue.org)

[www.MaasaiRescue.org](http://www.MaasaiRescue.org)

## Donations by Check

**Make checks payable to:**

Maasai Girls Rescue Center, Inc.

**Mail to:**

5045 Timber Lake Trail Clarkston, MI 48346





