



ANNUAL
REPORT
2025





Together For A Bright Future

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1. LETTER FROM THE LEADERSHIP

To Our Extended Family and Supporters,

Supai (Greetings) from Msomera.

On behalf of the entire team at Retuno e Maa, I am honored to share with you the story of our year. Our name reflects our purpose: "Retuno" signifies gathering or meeting, and "e Maa" connects us deeply to the Maasai community and the land we call home. This year, we gathered not just as an organization, but as a family united by a common goal.

When we look at our community, we see strength. We see Maasai women whose hands are skilled in the art of beadwork, preserving a culture that spans generations. We see young girls walking dusty roads to reach schools like Philip Mpango and Msomera Secondary, eager to learn. We see the youngest ones at Mama Samia Primary, clutching their first pencils.

But we also see the challenges. We see the barriers that hold our people back.

That is why, this year, we focused on removing those barriers one by one. We provided sanitary pads so that no girl has to choose between her dignity and her education. We placed exercise books and pens in the hands of new Form One students, telling them, "You belong here." We cheered as girls' teams ran onto the field in new sports gear, their confidence shining as brightly as their smiles. And we sat with our Maasai women, providing beads and materials, not as a handout, but as an investment in their talent and their future.

This work is about more than just projects. It is about ensuring that the e Maa—the Maasai identity—remains strong, proud, and self-sufficient for generations to come. It is about proving that when you empower a Maasai woman or girl, you empower an entire community.

We remain steadfast in our commitment to our other pillars—rainwater harvesting and tree planting—because we know that true development must also care for the land that sustains us.

Thank you for walking this path with us. Your support is the water that helps our community grow.

Ashe Oleng (Thank you very much).

Emmanuel S Emmanuel

On behalf of the Leadership Team



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2. OUR MISSION AND VISION

Our Mission:

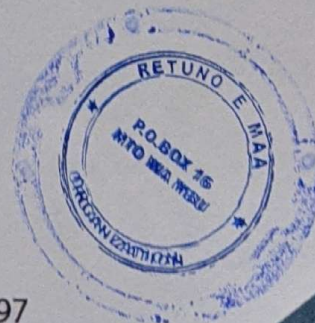
To empower communities by providing access to essentials resources such as sanitary pads for women, clean water and quality education while promoting environmental conservation

Our Vision:

A world where every community has access to a clean water, equitable education, sustainable resources, and opportunities for empowerment

Our Cores:

- 1. Dignity;** we meet immediate needs (Sanitary pads, books) so that our people can live and learn with respect
- 2. Women –Centered;** we invest in Maasai women as the foundation of the family and the community
- 3. Education for All;** we believe every child from standard one to form one deserves the tool to learn
- 4. Culture as Power;** we preserve Maasai heritage (like beadwork) as path to economic independence
- 5. Sustainable Land;** we care for the earth through tree planting and rainwater harvesting



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3. 2025 BY THE NUMBERS

This year was about meeting immediate needs to build long-term success. Here is what we accomplished together in 2025.

1. The Dignity Project: Supporting Girls' Education

We believe a girl's education should never be interrupted by a lack of basic necessities. This year, we tackled this issue head-on in two secondary schools.

- **Sanitary Pads & Underwear Distribution:** We visited Philip Mpango Secondary School and Msomera Secondary School to distribute essential sanitary pads and new underwear. For many of these girls, this was their first access to proper sanitary wear.

- **The Result:** Confidence is up, and absenteeism is down. Girls are no longer forced to miss class due to their monthly cycles.

2. Tools for Learning: Supporting New Students

The jump to secondary school and the start of primary school are critical moments. We wanted to ensure that every child starts their journey equipped for success.

- **Form One Support (Secondary):** We provided exercise books and pens to new Form One students at Philip Mpango and Msomera Secondary Schools. This removes a significant financial burden from families and ensures students can focus on their studies from day one.

- **Standard One Support (Primary):** We expanded our reach to the youngest learners at Mama Samia Primary School, providing pencils and books to Standard One pupils, giving them a joyful and prepared start to their educational journey.

3. Empowering Through Play: Sports Gear Donations

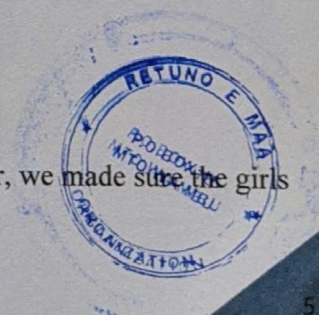
Sports build teamwork, confidence, and community pride. This year, we made sure the girls could play with dignity.

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- Secondary Schools: We provided new sports gear (uniforms and equipment) to girls' teams at Philip Mpango and Msomera Secondary Schools.
- Primary Schools: We also provided sports gear to Mama Samia Primary School, encouraging physical activity and teamwork from a young age.
- The Result: The sight of girls playing football in proper kits has sparked a new energy in the community, proving that girls belong in every arena.

4. Women's Empowerment: The Maasai Beads Design Project

The Maasai women of Msomera are custodians of a beautiful cultural tradition: beadwork. This year, we helped them turn that tradition into a sustainable livelihood.

- Skill Development & Materials: We supported over 50 Maasai women by providing high-quality beads and materials, allowing them to create intricate and stunning jewelry.
- Economic Independence: This project is about more than crafts; it's about power. These women are now able to generate their own income, support their families, and gain financial independence, all while preserving their cultural heritage.

Impact Lives Touched

Sports Gear Recipients | [REDACTED] (200)

Standard One Pupils | [REDACTED] (140)

Sanitary Pads/Underwear | [REDACTED] (56)

Form one students | [REDACTED] (45)



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Women Beadwork |  (10)

TOTAL LIVES TOUCHED = 450

4. FINANCIAL SUMMARY

Transparency and Accountability

since the establishment of Retuno we only get direct donations of material for our projects and not cash.... so far, we only received 250\$ from our friend in US Mr. Chris White and it has been used for office operations.

All the projects implemented by our organization we get the material directly from people and we only supply to school by volunteering and sometimes using our own money because the foundation is still very young.

we encourage supply of material and little money for operations this is to ensure full engagement and transparency from our donors.

We also receive cash but not restricted you can give whatever you want as our aim is to save our people.

We believe that trust is the foundation of every donation. We are committed to using every shilling and dollar with integrity, ensuring that your contributions go directly to empowering the women and girls of Msomera.

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5. THANK YOU TO OUR SUPPORTERS

Thank You to Our Supporters

Ashe Oleng | Thank You | Asante Sana

At Retuno e Maa, we know that our work is only possible because of the generosity of people like you. Every sanitary pad, every bead, every book, and every jersey carries with it the kindness of someone who believed in our mission.

This section is dedicated to YOU our donors, partners, volunteers, and champions.

A Heartfelt Message

"When a Maasai girl stays in school because she has sanitary pads, it is because of you.

When a woman feeds her children with money from her beadwork, it is because of you.

When a child writes their name for the first time with their own pencil, it is because of you.

You are not just a donor. You are a member of the Retuno e Maa family. You are part of the Msomera community. And you are forever in our hearts."

Our Donors

We extend our deepest gratitude to the following individuals and families who contributed to our work this year. Your personal generosity has changed lives.

Jasmine Cockram

Tim Plückebaum

Chris



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And to those who wished to remain anonymous: We respect your privacy and thank you for your quiet generosity.

Our Schools & Community Leaders

We are grateful to the educators and leaders who welcome us into their communities and work alongside us every day.

- Philip Mpango Secondary School - Teachers & Staff
- Msomera Secondary School - Teachers & Staff
- Mama Samia Primary School - Teachers & Staff
- The Maasai Elders of Msomera - For your wisdom and guidance
- The Women of the Beads Project - For trusting us with your talent
- The village executive officer

Join Our Family of Supporters

If you are not yet a supporter of Retuno e Maa, we invite you to join us.

Your donation, no matter the size, writes the next story of hope in Msomera.

- Donate Online: www.retunoemaa.org
- Bank Transfer: 025C0012FBP00
- Become a Monthly Donor: 025C0012FBP00



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Stay Connected

Follow our journey and see the impact of your support year-round.

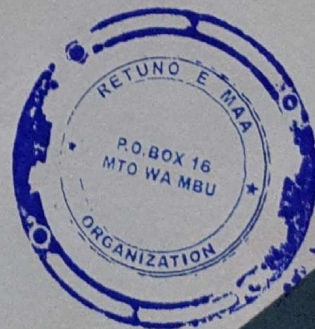
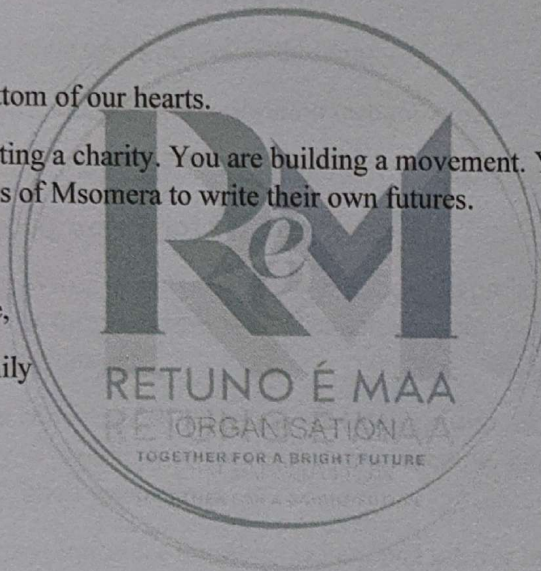
- Instagram: Retuno`Emaa.org
- Website: www.retunoemaa.org

Ashe Oleng.

Thank you from the bottom of our hearts.

You are not just supporting a charity. You are building a movement. You are empowering the Maasai women and girls of Msomera to write their own futures.

With gratitude and love,
The Retuno e Maa Family



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6. LOOKING AHEAD 2026

REMO continued to collaborate with local communities, volunteers, and international supporters who contributed financial and technical support to ongoing projects, enabling the organization to expand its reach and sustainability.

The organization aims to scale up its programs through:

- Wider distribution of water filtration technologies
- Expansion of the Make Me Smile initiative to additional schools
- Strengthening women-led livelihood programs

1- Rainwater Harvesting: We continue to advocate for and plan projects that will bring clean water to homes and schools through rainwater collection systems. Water is life, and it is the foundation of all other development.

2- Tree Planting: We are committed to environmental stewardship. Our plan includes engaging the community in planting trees to combat deforestation, improve the climate, and secure the landscape for future generations.

3- Sustainability in Dignity: Introduce reusable sanitary pad kits for long-term, sustainable support for girls.

4- Market Access for Beadwork: Connect the Maasai women with wider markets (both locally and potentially online) to sell their beadwork and increase their profits.



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7. STAFF MEMBER

Emmanuel S Emmanuel –Director and Founder

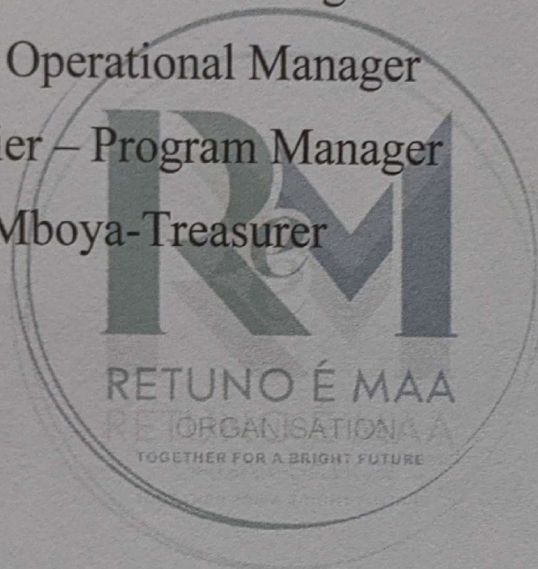
Tim Plückebaum - Co-founder

Eveline Saitoti- General Manager

Njipai Noel – Operational Manager

Ezekiel A lazier – Program Manager

Diana rose b Mboya-Treasurer



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