



# WAPO WAPI FOUNDATION



2023

## TABLE OF CONTENTS

1.0. CAUSE STATEMENT .....	1
2.0. ABOUT THE FOUNDATION.....	2
2.1. Introduction.....	2
2.2. Slogan.....	2
2.3. Mission.....	2
2.4. Vision.....	2
2.5. Believe .....	2
2.6. Objectives .....	2
2.7. Guideline Principles .....	3
2.8. Programs .....	3
2.8.1. Awareness Campaign.....	4
2.8.2. Emergency Response:.....	5
2.8.3. Ongoing Support Program: .....	5
2.8.4. Researches and Reports: .....	6
2.9. Program Tools.....	6
2.9.1. Hope Viral Network (HVN).....	6
2.9.2. Wapo Wapi App.....	7
2.9.3. Wapo Wapi Website .....	8
2.9.4. Events and Challenges .....	8
3.0. AN OUTLINE ORGANOGRAMME.....	10
4.0. REVENUE GENERATING ACTIVITIES .....	11
4.1. The use of income-generating activities.....	11
4.2. Proposed Revenue Generation Activities.....	11
4.2.1. Gift Shop.....	11
4.2.2. Mobile Holiday Playgrounds.....	12
4.2.3. Climb Kilimanjaro Challenges.....	12
5.0. BANKING AND CONTACT INFORMATION.....	14
5.1. Banking Information.....	14
5.2. Contact Information.....	14
Appendices .....	15
Appendix 01: Emergency Response Process on Holiday and Public Appearance event....	15
Appendix 02: Emergency Response using Product Code .....	16
Appendix 03: Holidays and Public Appearance Events Calendar.....	17
Appendix 04: Certificate of Registration .....	18
Appendix 05: Sample of Tools .....	19

## **1.0. CAUSE STATEMENT**

In Tanzania, the occurrence of missing children is not uncommon, as various circumstances can lead to a child going missing. Missing children are at potential risk, and the longer their absence persists, the more vulnerable they become. Without access to resources or finances, they rely on others for basic necessities like food and shelter, making them susceptible to abuse, exploitation, substance abuse, labor or sexual exploitation, human trafficking, violent crime, drug and alcohol misuse, mental illness, and even the risk of death. Tragically, the families of missing children also endure significant trauma.

Regrettably, many NGOs in Tanzania primarily focus on areas such as education, health, and housing, paying limited attention to missing children cases. Currently, there are no active NGOs solely dedicated to addressing the issue of missing children. Consequently, missing children cases are often left solely in the hands of the police department, which is already overwhelmed with other law enforcement matters. We commend Sema Tanzania for their commendable effort in establishing the National Child Helpline (116), providing crucial support to children in need of care and protection. However, a significant challenge remains unresolved—the absence of a missing child directory and an organization exclusively dedicated to addressing the issue of child disappearance.

To effectively tackle the issue of missing children, it is crucial to establish a dedicated organization that collaborates with the police department, NGOs, the community, and other stakeholders. Introducing the Wapo Wapi Foundation in Tanzania, our primary objective is to establish strong partnerships with these entities. Together, we strive to reduce the occurrence of disappearances and facilitate the safe recovery of missing children.

## **2.0. ABOUT THE FOUNDATION**

### **2.1. Introduction**

The **Wapo Wapi Foundation** (WWF) is a Non-Governmental Organization established in 2023 with registration number **00NGO/R2/4311**, under the Non-Governmental Organizations of the United Republic of Tanzania Act of 2002. Our purpose is to tackle the pressing issue of missing children in Tanzania.

Derived from the Swahili phrase 'Wapo wapi,' which translates to 'Where are they' in English, our foundation's name embodies the heartbreaking question repeatedly uttered by parents and families searching for their missing children in Tanzania.

At the Wapo Wapi Foundation, we firmly believe in the importance of collaboration, community involvement, and the power of collective action. Through our initiatives, we strive to bring together various stakeholders, including government agencies, law enforcement, community leaders, and concerned citizens, to create a comprehensive and unified approach towards protecting children and reuniting families.

### **2.2. Slogan**

"Every Child Counts" prioritizes children's well-being, safety, and rights.

### **2.3. Mission**

To reduce the occurrence of disappearances and facilitate the recovery of missing children.

### **2.4. Vision**

Making a safe and supportive environment for all children in Tanzania.

### **2.5. Believe**

No family should have to deal with the trauma of experiencing a disappearance alone.

### **2.6. Objectives**

The Wapo Wapi Foundation is operating under 4 objectives:

- Reducing missing children cases through the implementation of effective prevention strategies, educational initiatives, and early intervention measures.
- Shortening the critical period between when a child is reported missing and when they are successfully located minimizes the risk.

- Mitigating the risk of physical and emotional harm to both missing children and their families, ensuring their well-being and safety.
- Increasing community awareness about the challenges faced by missing children through knowledge-sharing, providing resources, and sharing experiences.

## **2.7. Guideline Principles**

We have developed and adapted a set of guidelines that provide direction to both our organization and our partner agencies during the development and implementation of strategies and interventions aimed at preventing missing child cases and facilitating the recovery of missing children. These guidelines serve as a framework to ensure the effectiveness of our efforts and the positive impact we can make on the lives of missing children and their families.

Our organization operates based on the following principles:

- **Child-focused principle:** All our interventions aim to support the benefit and interests of all children.
- **Child participation principle:** Children have a role in keeping themselves safe and should have opportunities to participate in reducing missing children cases.
- **Family-centered principle:** The family is the most important safety net for all children, and prevention messages and education should start at home.
- **Community-based principle:** The community is the first responder in assisting in reducing missing child cases and participating in locating missing children.
- **Inclusive partnership principle:** Tackling the missing issue requires a multi-agency response and coordination across various policy areas and operational partners.
- **Sustainability principle:** Our implementation structures focus on long-term action plans to build a safer place for all children.

These principles guide our approach and ensure that our interventions are child-centered, inclusive, and sustainable. We believe that by working together with children, families, communities, and various partners, we can make a significant impact in reducing missing children cases and creating a safer environment for all children.

## **2.8. Programs**

Addressing the issue of missing children necessitates a multifaceted and comprehensive approach that includes not only locating the missing child but also offering crucial support and resources to their families and the community at large. Therefore, our programs concentrate on prevention, education, and recovery efforts, as detailed below:

### **2.8.1. Awareness Campaign**

The main objective of our awareness campaign is to decrease the incidence of missing children through public education about the associated risks and preventive measures. The campaign endeavors to instill a sense of responsibility among parents, caregivers, law enforcement agencies, and the general public, encouraging proactive measures to prevent missing children and assist in their safe recovery.

The campaign we have launched aims to equip individuals and communities with practical tips, resources, and support to empower them in taking preventive measures and responding effectively in the event of a missing child.

Our approach includes community-wide programs, initiatives, and strategies that are specifically tailored to different audiences, thereby enhancing their awareness and providing them with vital information and resources to prevent and minimize the duration of time children are missing.

Through this campaign, we strive to achieve the following objectives:

- Encouraging parents and guardians to assist their children in memorizing important personal information, such as their full name, home address, parents' names, and contact details, as well as other relevant emergency resources.
- Encouraging parents and guardians to keep their children's information and identification up-to-date, including photographs.
- Promoting safety practices and fostering a comprehensive understanding of safety measures among families and children.
- Providing information on how and where to access physical and emotional support within the community.
- Promoting a collaborative approach and delivering a consistent prevention message to the community.
- Raising awareness about the issue of missing children and encouraging the community not only to prevent missing children cases but also to actively participate in efforts to locate missing children.

By accomplishing these objectives, we strive to address the broader context of missing children and enhance the community's understanding of this issue. We firmly believe that by promoting safety practices, fostering collaboration, and encouraging active participation, we can make a positive impact and contribute to reuniting missing children with their families.

### **2.8.2. Emergency Response:**

The emergency response program for missing children places a strong emphasis on several key components. These include prioritizing swift reporting and implementing effective alert systems, establishing clear communication protocols, and fostering collaborative search efforts involving trained volunteers, law enforcement agencies, and relevant stakeholders.

To ensure a prompt response in search efforts for missing children, we swiftly initiate search events upon receiving consent from parents or the police department. Our dedicated efforts involve disseminating photos and detailed descriptions of the missing child to the public, as well as tracking their last known location, all aimed at maximizing the chances of their safe recovery. In order to ensure a comprehensive approach, our missing children distribution system encompasses various channels through which we publish photos and relevant information. These channels include:

- Online platforms: We leverage the power of the internet through our website and social media platforms.
- Local media: We collaborate with local television stations and radio stations.
- Flyers and posters: We distribute physical flyers and posters in strategic locations, such as community centers, schools, hospitals, and public notice boards.
- Mobile alerts: We utilize mobile alert systems to send out notifications and updates to subscribers via bulk SMS and the Wapo Wapi App.
- Community engagement: We actively engage with the local community, including neighborhood associations, businesses, and community groups.

By utilizing these diverse channels, we strive to reach as many people as possible, increasing the chances of locating missing children and facilitating their safe return. We are committed to employing every available resource to bring hope and reunite missing children with their families.

### **2.8.3. Ongoing Support Program:**

The impact of a missing child extends beyond the child themselves, affecting their entire family. The absence of a child can give rise to overwhelming emotions, disrupt the structure and functioning of the family, and manifest in physical symptoms such as insomnia and heightened stress levels. Even after a missing child is reunited with their family, emotional challenges may persist. Navigating the trauma experienced by the child and the emotional

aftermath can be a complex process, underscoring the vital need for ongoing support to facilitate healing and rebuilding.

In cases where a missing child is not found, it becomes crucial to provide validation, professional support, and healthy coping strategies to aid the family in moving forward with patience, compassion, and self-care. Sustained support through counseling and other services becomes essential in helping families navigate the emotional and physical impacts resulting from a missing child.

#### **2.8.4. Researches and Reports:**

We conduct ongoing analysis of existing mechanisms, including laws, policies, and strategies for missing children in Tanzania and worldwide. As part of our efforts, we plan to introduce databases specifically designed for missing children cases. These databases will enable us to conduct in-depth studies, identify trends, and address child protection and missing children-related issues in each region.

Through this program, our goal is to provide comprehensive recommendations that can be seamlessly integrated into existing national and regional approaches. By doing so, we aim to reduce the number of missing cases and enhance the likelihood of successfully recovering missing children. We firmly believe that by studying and comprehending the underlying factors contributing to missing children cases, we can develop effective strategies and policies to tackle this issue and enhance the protection of children in Tanzania.

### **2.9. Program Tools**

Our program takes a comprehensive approach to deal with the issue of missing children. We understand the importance of working in partnership and collaborating with existing national and regional initiatives. Our goal is to decrease the number of missing cases and enhance the likelihood of successfully recovering missing children. To accomplish this, we have developed a set of program tools that provide comprehensive recommendations for integration into existing national and regional approaches. These tools include:

#### **2.9.1. Hope Viral Network (HVN)**

This is a special, large-scale network that helps us distribute information to the public about missing children cases and our events through various online and offline channels, including social media platforms like WhatsApp, Facebook, Instagram, and Twitter. The viral network consists of:

- Our dedicated staff members,
- Wapo Wapi Friends,
- Celebrities and influential members of the community,
- Partner agencies, including radio and television stations.

These interconnected networks come together to form a unified and powerful force, assisting in the reduction of missing child cases and increasing the likelihood of successfully locating missing children.

Our network serves a dual purpose. It not only disseminates crucial information but also actively engages with the public, raising awareness and garnering support for missing children cases. This approach not only aids in the swift recovery of missing children but also acts as a deterrent for potential abductors. By collaborating closely with our viral partners and the community at large, we are confident that we can make a significant impact in reducing the number of missing cases and ensuring the safe reunion of missing children with their families.

### **2.9.2. Wapo Wapi App**

Introducing the first free, user-friendly mobile app in Tanzania, designed to share missing children notifications, provide preventative tips, and offer reporting tools. It serves as a comprehensive resource, equipping users with relevant information, resources, alerts, and notifications to actively participate in the prevention and search efforts for missing children.

Key features of the app include:

- **Report of missing children:** Users can effortlessly access comprehensive information about missing children, including their names, current photos, detailed physical descriptions, and other pertinent details.
- **Safety Tips and Resources:** The app offers valuable safety tips and resources for parents and guardians to prevent children from going missing. It provides advice on child safety, security measures, and guidance on what to do if a child goes missing.
- **Alerts and Notifications:** Users receive reliable real-time updates and alerts, empowering them to proactively monitor for missing children and promptly respond to any potential emergency threats.
- **Reporting Tools:** The app features a user-friendly interface and clear instructions for reporting missing children, sightings, or any other valuable information that may assist in locating or preventing missing cases.

- **Search and Filters:** Equipped with search and filter functions, the app enables users to browse a comprehensive database of missing children and informative listings. This facilitates finding relevant information based on specific criteria.
- **Social Media Integrations:** By integrating with various social media platforms, the app extends its reach to a larger audience. This increases the chances of reducing and finding missing children while promoting resource sharing.

By harnessing the power of technology and community engagement, this app revolutionizes the way we approach missing children cases in Tanzania. Together, we can make a difference by preventing incidents, facilitating recoveries, and ensuring the safety of our children.

### **2.9.3. Wapo Wapi Website**

With the significant increase in active internet users in Tanzania, we have a valuable opportunity to communicate with the community more effectively and efficiently. Our website serves as a powerful tool to leverage this advantage, providing access to a wealth of information about our organization's efforts, sharing missing children notifications, offering preventative tips, and providing reporting tools.

Through our website, individuals can find comprehensive information about our organization, including our mission, dedicated team, and approach to addressing missing children cases. Moreover, they can access our extensive missing children database, which contains crucial details such as photos and identifying information of missing children in Tanzania.

Furthermore, our website grants access to our research papers and reports, which offer valuable insights into the issue of missing children and the ongoing efforts to combat it. Visitors can also find informative articles and additional resources that provide guidance on preventing missing children cases and how to respond effectively if a child goes missing.

### **2.9.4. Events and Challenges**

Our organization has meticulously planned a range of special events and challenges with the specific purpose of raising public awareness about the issue of missing children and promoting crucial prevention messages. These events and challenges include:

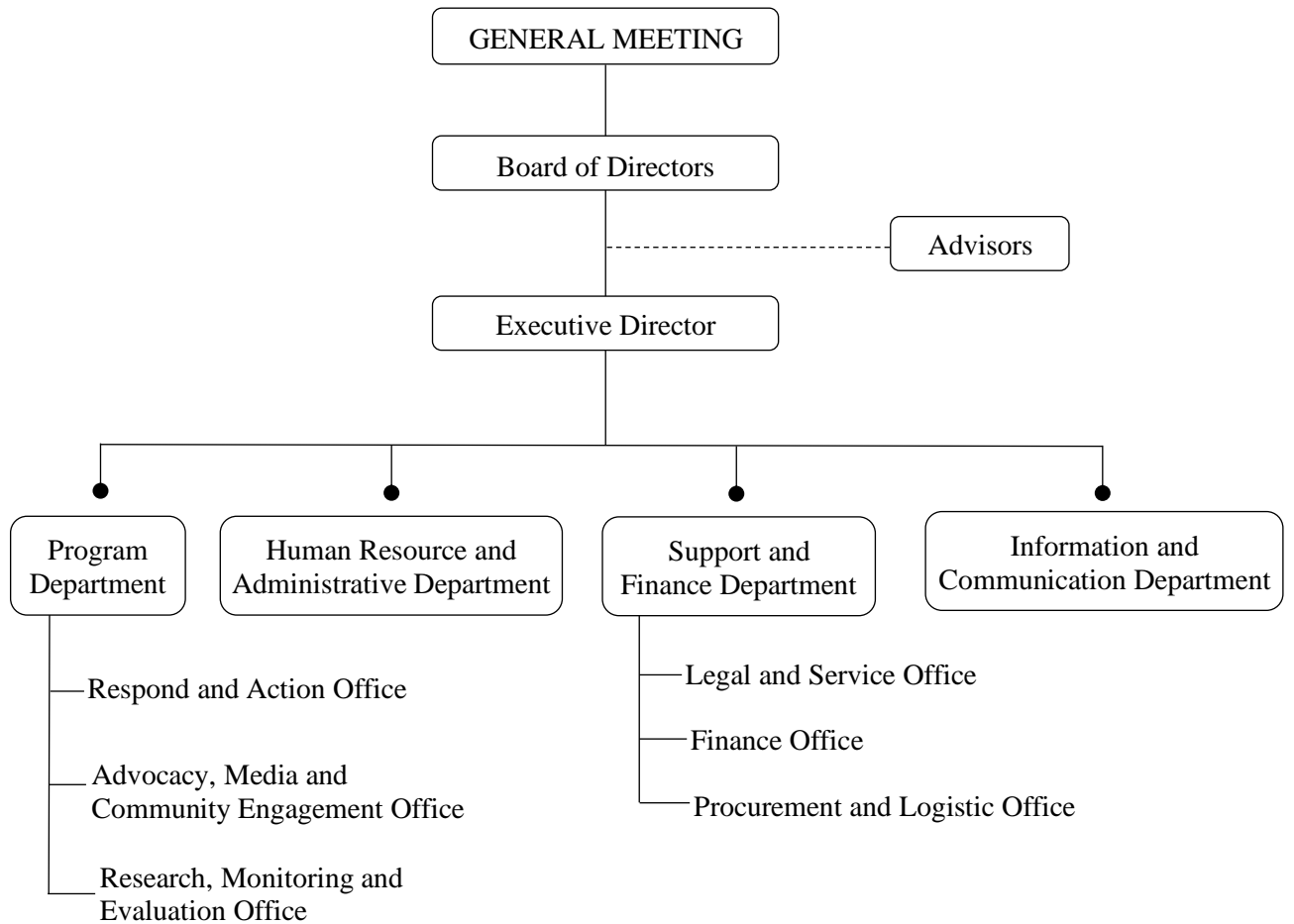
- **Holiday and Public Appearance Events:** During holidays, we strategically set up stations at highly populated public gathering events. Our dedicated staff and volunteers actively engage with attendees to provide awareness information, assist in locating missing children at the event, and reunite them with their families. As an additional

preventive measure, we offer special bracelets as gifts to children, with the condition that their parent writes their contact information along with a unique ID on a logbook. This simple step greatly facilitates the identification of parents and their contact details, streamlining the reunification process in case of any missing child incidents.

- **Educational Seminars:** Conducting informative seminars and workshops to educate parents, guardians, and community members about proactive measures they can take to safeguard children and prevent incidents of child disappearance.
- **Challenges and Competitions:** Creating engaging challenges and competitions that encourage individuals, schools, and community groups to actively participate and showcase their commitment to the cause. As an incentive, prizes may be awarded to children or parents who excel in these challenges. For instance, a child who demonstrates exceptional memory by recalling the names and phone numbers of their parents could be recognized and rewarded.
- **Social Media Campaigns:** Leveraging the power of social media platforms to disseminate awareness messages, share stories of missing children, and encourage online communities to actively participate in the cause.
- **Awareness Walks:** Engaging the community through organized walks to highlight the importance of preventing missing children cases and emphasizing the role of each individual in creating a safer environment.
- **Fundraising Events:** Organizing fundraising events that not only generate financial support for our initiatives but also serve as platforms to spread awareness and educate attendees about the significance of addressing the issue of missing children.

### 3.0. AN OUTLINE ORGANOGRAMME

When we refer to structure, we are alluding to the fundamental framework that organizes our offices and operations, ensuring the smooth and efficient functioning of our coalition.



## **4.0. REVENUE GENERATING ACTIVITIES**

Non-governmental organizations face financial pressures due to shrinking budgets, political change, and an uncertain economy. Funding has decreased, competition for grants and donations is fierce, and donors are more cautious. Despite these challenges, our priority is to establish a secure financial future for our organization. We firmly believe that financial self-sufficiency is essential for our sustainability. We are dedicated to diversifying funding, strengthening partnerships, and exploring sustainable revenue opportunities. Our goal is to navigate these difficult times with resilience and continue our impactful work. Together, we can build a stable financial foundation and make a lasting difference.

### **4.1. The use of income-generating activities.**

The profit generated is used to continue funding our project without relying too much on donations and grants. It is also a way to deepen our impact on the community and even serve as a source of leverage to generate projects with private companies.

Furthermore, this profit is another channel to conduct awareness campaigns and tools for the missing child prevention strategy. Our products bear our mission logo, missing report contact number, and unique identifier number (Product Code) registered with parents' contact information. This enables us to create a wider awareness of the issue and make it easier for the public to report missing children cases, ultimately increasing the chances of recovering the child.

### **4.2. Proposed Revenue Generation Activities.**

To make the organization financially self-sufficient, a broad innovation strategy is developed for the following activities.

#### **4.2.1. Gift Shop**

A gift from a loved one can brighten a child's safety. We offer a variety of unique, hand-picked children's merchandise, gifts, and personal items, such as toys, balloons, stuffed animals, games, activity kits, school packs, and stationery. Additionally, we provide clothing and other items featuring our logo and a preventive message regarding missing children, all at affordable prices. We even have various items for moms and dads! The proceeds from our gift shop and online store support our work financially.

The preventive message on these products aims to assist in locating a child in the event of a disappearance. For example, our color book includes a first page where parents can provide their contact information. Furthermore, we assign a unique product code number that is registered along with the parent's contact information, and we provide a speed dial number specifically for reporting a missing child.

Your support through purchases from our gift shop or online store not only brings joy to children but also contributes directly to our mission of promoting child safety and aiding in the recovery of missing children.

#### **4.2.2. Mobile Holiday Playgrounds**

Not all children, especially from low-income areas, have the opportunity to spend holidays like Christmas and Eid in special holiday destinations. In African tradition, children wearing new clothes roam the streets to celebrate, leaving them vulnerable to getting lost. Many parents rely on the eldest child or a responsible youth for their children's safety.

Our main goal is to identify areas where many children roam the streets during holidays, which often leads to high rates of missing children. We are establishing a secure playground with affordable access to games and food. Activities like bouncy houses, swings, slides, and more will keep children engaged while minimizing lost cases.

We believe that providing a safe and stimulating environment for these children during the holidays is of utmost importance. By offering accessible games and nourishment, we aim to keep them occupied and safeguarded, ensuring a memorable and worry-free holiday experience for both the children and their families.

#### **4.2.3. Climb Kilimanjaro Challenges**

Mount Kilimanjaro, Africa's tallest mountain and the world's highest freestanding mountain, stands above the clouds, boasting mesmerizing slopes and shimmering glaciers. Located near Moshi, Kilimanjaro is surrounded by diverse and breathtaking mountain ecosystems. Its very name carries an air of mystery.

We have recognized the growing trend of climbers using their expeditions to raise funds for charity, and we believe that climbing Mount Kilimanjaro is an excellent way to garner attention and support for our cause. Each season, we partner with a tour operator to organize a special tour without a group size limit. This allows anyone who wishes to support our foundation to climb the mountain while experiencing the stunning beauty of Kilimanjaro.

Conquering Mount Kilimanjaro represents more than just a physical feat; it symbolizes overcoming challenges and striving for a greater purpose. By joining our climb, you'll not only contribute to our cause but also create unforgettable memories and witness the remarkable allure of Kilimanjaro.

## **5.0. BANKING AND CONTACT INFORMATION**

Banking and organizational contact information are crucial for the smooth functioning of our operations. We ensure that financial resources are managed responsibly and that communication channels are readily available to support our mission of reducing missing cases and improving the chances of recovering a missing child.

### **5.1. Banking Information**

We have established accounts with reputable financial institutions to effectively manage our funds. Our organization prioritizes financial transparency and accountability, ensuring that all donations and contributions received are used exclusively to support our mission. We adhere to rigorous financial protocols, including regular audits, to guarantee the proper allocation and utilization of funds.

For your reference, we kindly provide the following banking information:

Account Holder: Wapo Wapi Foundation

Bank: National Bank Of Commerce, The

Branch: NBC Kariakoo Branch

Account Number: 048172000099

SWIFT Code: NLCBTZTX

Bank Address: Head Office, Sokoine Drive & Azikiwe Street,

P.O. Box 1863, Dar es Salaam, Tanzania

Telephone: 0800711177/ +255 768980801

### **5.2. Contact Information**

We utilize various communication channels listed below to streamline our operations and enhance our efficiency, enabling us to reach a wider audience:

Website: [www.wapowapifoundation.org](http://www.wapowapifoundation.org)

E-mail: [info@wapowapifoundation.org](mailto:info@wapowapifoundation.org)

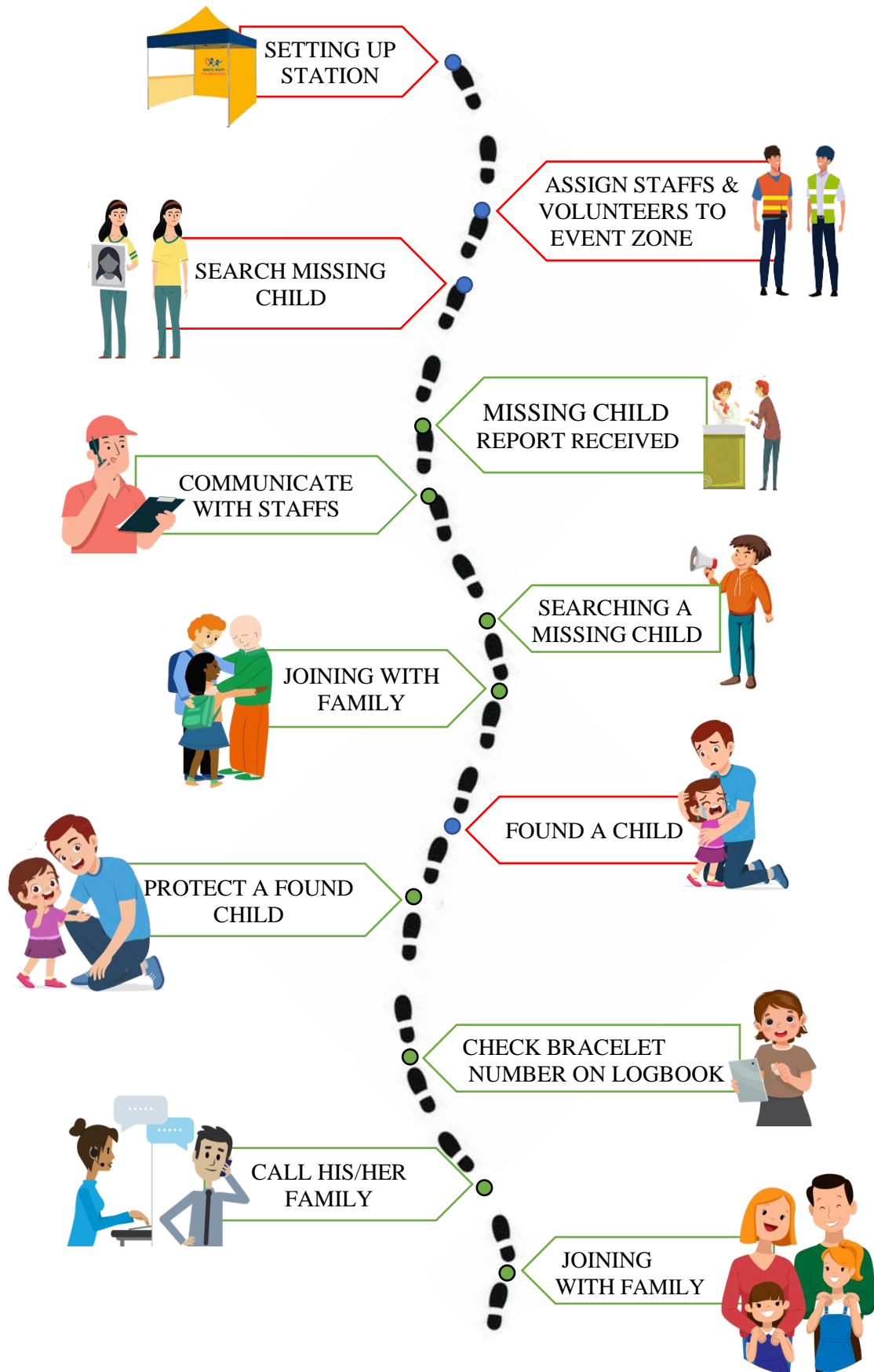
Phone: +255 686 303 302/+255 763 948 533

Address: 45, Ruaha Street, Near Watumishi House,

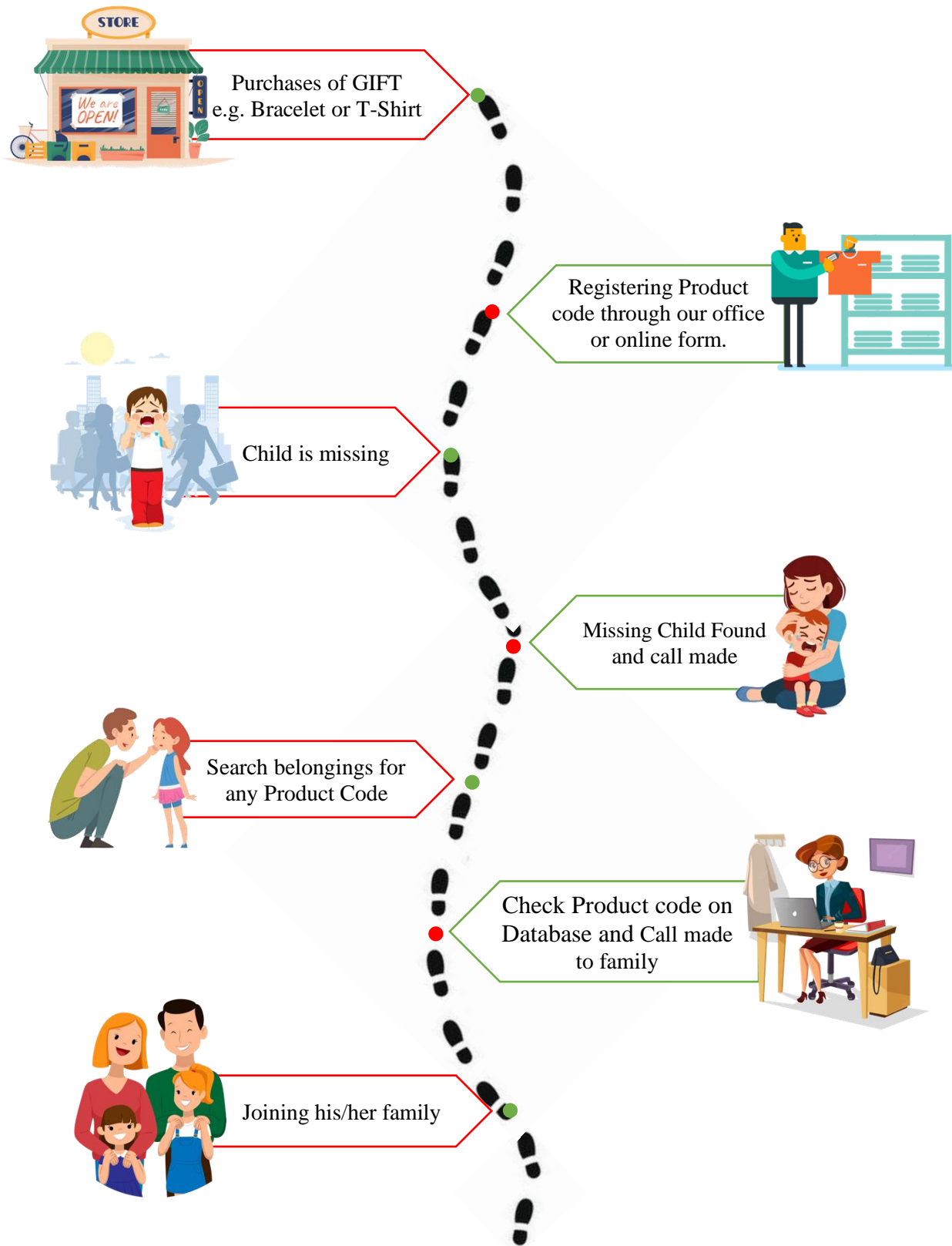
Magomeni, Dar es Salaam, Tanzania

# Appendices

## Appendix 01: Emergency Response Process on Holiday and Public Appearance event



## Appendix 02: Emergency Response using Product Code



### Appendix 03: Holidays and Public Appearance Events Calendar

Date and Day		Holiday	Planned Event
Jan 1	Sunday	New Year's Day	-
Jan 12	Thursday	Zanzibar Revolution Day	-
Apr 7	Friday	Karume Day	-
Apr 7	Friday	Good Friday	-
Apr 9	Sunday	Easter Sunday	-
Apr 10	Monday	Easter Monday	-
Apr 22	Saturday	Eid el Fitri (Tentative Date)	Appearance Shopping Center
Apr 23	Sunday	Eid el Fitri Holiday (Tentative Date)	Appearance Holiday Centers
Apr 26	Wednesday	Union Day	Appearance National Stadium
May 1	Monday	Worker's Day	Appearance National Stadium
May 14	Sunday	Mothers' Day	Issuing Statement
Jun 29	Thursday	Eid al-Adha (Tentative Date)	Appearance Holiday Centers
Jul 7	Friday	Saba Saba	Appearance Sabasaba Center
Aug 8	Tuesday	Farmers' Day	Appearance Event Stadium
Sep 27	Wednesday	Maulid (Tentative Date)	Public Appearance
Oct 14	Saturday	Mwalimu Nyerere Day	-
Dec 9	Saturday	Independence Day	Appearance National Stadium
Dec 23	Saturday	Near Christmas Day	Appearance Shopping Center
Dec 25	Monday	Christmas Day	Appearance Holiday Centers
Dec 26	Tuesday	Boxing Day	Appearance Holiday Centers

**Appendix 04: Certificate of Registration**

NGO A - Form No. 3A



THE UNITED REPUBLIC OF TANZANIA

THE NON GOVERNMENTAL ORGANIZATIONS ACT, 2002  
*Made under Section 11 (1) and 17 (2) of Act No. 24 of 2002*

No. .... **4311** .....

**CERTIFICATE OF REGISTRATION**

I HEREBY CERTIFY that..... **WAPO WAPI FOUNDATION** .....

.....of P.O.Box **8645 DAR ES SALAAM** .....has  
this..... **23** day of **JANUARY** .....20..... **23** ..... been duly registered under the Non Governmental  
Organizations Act, 2002 with Registration No..... **00NGO/R/4311** .....

This certificate is subjected to the following conditions/directions:

.....

**That the aforesaid Organization shall operate in Tanzania Mainland**  
.....

**That the aforesaid Organization shall operate in accordance with its governing  
Constitution and the Laws of Tanzania**  
.....

**That this certificate shall be valid for a period of ten (10) years from the issuing date**  
.....

Date of Issue

**23** Day of **JANUARY** 20 **23**










Expiry Date

**22** Day of **JANUARY** 20 **33**



.....  
**REGISTRAR**

**Appendix 05: Sample of Tools**

 <p><b>Bracelets</b></p>	 <p><b>Event Printers</b></p>	 <p><b>Laptops</b></p>
 <p><b>Radio Calls</b></p>	 <p><b>Cameras</b></p>	 <p><b>T-shirts</b></p>
 <p><b>Canopy Tents</b></p>	 <p><b>Smartphones</b></p>	 <p><b>Exhibition Resources</b></p>