

## Final PFP Web corrections:

- **Homepage**
- Logo changes to improve its visibility in the footer, also in the favicon
- Carousel needs to adjust with respect to the screen size to make it responsive especially in small screen sizes (the words appear at the center and they are not seen in phone interface and most of the viewers view using phones). In the carousel, the pictures selected should be from different projects. I see only one project, please use the photos I for football, I for BOEYP, and another for MTAMBANI. The buttons for action should be only Donate and Learn more
- Our impact: there are 4 projects so remove the + sign. Also, instead of communities use regions and the number is 10 regions.
- Pictures are not appearing well please have a look on what is the problem especially pictures in in small compartments e.g our focus areas.
- Our focus areas, they should be linked to project blogs that have the same themes.
- **Footer:**
- **Location:** They have an office in United States of America, with its headquarters in Texas. So please begin with that location and show that it is Headquarters then followed by Tanzania Address.
- I need also icons in the footer for location, contact etc. instead of leaving them just like words
- **Media and Resources:** Photos and Videos, I Suggest to have links the storage will be an issue.
- **Powered by HIFA GROUP (This should appear to market us)**
- **Projects:**  
**Total projects so far are 4**
- Empowering Youth Through Football **(Current)**
- Empowering Adolescent Girls Through Menstrual Justice. **(Current)**
- Bodaboda Youth Empowerment Project (BOYEP). **(Past)**
- Mtambani Water, Sanitation and Hygiene Project **(Past)**

I am working on the pages for these projects and I will share them soon.

- **Blogs:**  
I am also working on the blog posts please finalise the CMS so that it can function and I begin to post.

- **About us:**

### 4.1 Our Story (COPY AS IT IS)

Pathways Foundation for the Poor (PFP) began its journey in East Africa, with Tanzania as its operational base. Registered as a Non-Governmental Organization (NGO) in 2006, PFP has implemented community-driven programs across various zones in Tanzania:

- Coastal Zone: Dar es Salaam and Pwani
- Eastern Zone: Morogoro and Tanga
- Central Zone: Dodoma and Singida
- Western Zone: Tabora, Kigoma, Rukwa, and Katavi

Our work spans youth empowerment, gender equality, livelihoods, WASH, and climate resilience, reaching thousands of marginalized individuals, particularly women and girls. In 2024, PFP was officially registered in the United States of America, with its headquarters in Texas, to expand our global presence and strengthen our fundraising and strategic partnerships. This new registration enhances our ability to mobilize resources, engage with

international donors, and promote global solidarity for our mission to uplift vulnerable communities. With operations rooted in Tanzania and a growing international platform, PFP remains committed to local impact with global collaboration.

#### **4.2 Our Mission (COPY AS IT IS)**

To uplift the lives of impoverished and vulnerable communities by tackling the root causes of poverty, boosting household incomes, and promoting overall social well-being.

#### **4.3 Our Vision (COPY AS IT IS)**

A society where every individual, irrespective of gender, realizes their full potential, coexists peacefully, and thrives, leading to the eradication of extreme poverty and the enhancement of social well-being.

#### **4.4 Our core values (RECHECK AND MAKE CHANGES AS THEY APPEAR HERE WHERE NECESSARY)**

- Social inclusion: We believe in involving communities to lead their own development.
- Empowerment: We offer support initiatives led by youth, women and special groups.
- Transparency: We maintain transparency in all our operations and financial management.
- Innovation: We embrace innovative approaches to tackle complex social challenges.
- Sustainability: We develop solutions that are environmentally and socially sustainable.
- Integrity: We uphold the highest standards of integrity in all our actions and decisions

- **Thematic areas**

**They should appear as they are below here so please review and make changes where necessary:**

- Livelihoods & Economic Empowerment
- Gender Equality & Social Inclusion
- Youth Development & Leadership
- WASH & Health in Communities and Schools
- Climate Resilience & Innovation
- Emergency Response & Resilience Building

- **Our work**

#### **5.1 Our Approach**

In each thematic area approach please link the learn more button to the project blog that illustrates these themes. i.e

- Livelihoods & Economic Empowerment: **linked to** Bodaboda Youth Empowerment Project
- Gender Equality & Social Inclusion: **linked to** Empowering Adolescent Girls Through Menstrual Justice
- Youth Development & Leadership: **linked to** Empowering Youth Through Football
- WASH & Health in Communities and Schools: **linked to** Mtambani Water, Sanitation and Hygiene Project
- Climate Resilience & Innovation: **linked to ....** Mtambani Water, Sanitation and Hygiene Project
- Emergency Response & Resilience Building: **linked to .... No project so far**

- **Contact**

#### **6.1 Location**

There is headquarters location in USA so prepare an area for that both location in words and

in map.

- **Media & Resources**

**General Corrections**

- Name of the NGO is Pathways Foundation for the poor so throughout the website make sure it appears that way (e.g media & resource email domain isn't proper)
- I have already shared the phone number for Tanzania so in the page of media resource please check and rectify
- Policies, terms & conditions and others in the footer please just prompt Chatgpt based on the NGO document I shared with you in the first day (Website structure draft)