WOW

(cafe)

CAFE WITH A CAUSE

WOW CAFÉ

PROPOSAL



@wowtanwania.org

INTRODUCTION

ABOUT US

WOW Café Project Proposal

WOW Café was first established in Mororoni, Arusha TZ, where we began operating out of a small rented space. While the café showed early promise and performed ok financially, we encountered several significant challenges. These included staffing difficulties, unreliable electricity and water supply, cultural differences with customers, and the process of refining a menu that truly fit our context. Despite these obstacles, we are grateful that we did not incur losses. Instead, that first year became an invaluable training period—equipping us with practical experience in running a café in Tanzania and teaching us how to better use this platform to raise funds, train youth and widows in hospitality and nutrition, and address food insecurity within the community.

Last year, we were blessed with the opportunity to relocate WOW Café to our current location at the Foundation for Tomorrow (TFFT) Learning Center. This move marked a turning point for the project. Since relocating, we have grown significantly—doubling and even tripling our income. We have successfully trained two children from our program in hospitality skills and are preparing to bring more into training. In addition, we have been able to employ single mothers and widows, providing them with stable income and dignity. Through lessons learned in our initial phase, we have also developed a unique and sustainable menu that reflects what we can best offer within the local community.

While this progress is encouraging, we continue to face ongoing challenges—most notably the burden and instability of renting.



JOIN US



For a small NGO, monthly rent is a constant financial strain and presents a long-term risk to the sustainability of our operations. After careful consideration, we believe the solution is to transition from renting to building our own café on land we already own in Usa River, adjacent to the TFFT Learning Center. This move will provide the stability we urgently need, allowing us to invest fully into growth without the uncertainty of rental obligations.

Our vision for the new WOW Café is simple, practical, and community-centered. We plan to construct a modest setup consisting of concrete platforms with tables and chairs, covered with palm leaves for protection from the rain, alongside a simple kitchen and bathroom facility. The most significant cost will be constructing a secure brick wall around the property to protect equipment and resources. Once established, the space will also allow us to expand into small-scale farming, including chickens, goats, and other livestock, as well as expand our community garden. This will support an organic farm-to-table model, helping to combat food insecurity while teaching children about nutrition, sustainability, and the dangers of plastics and pesticides.
Additionally, the land's proximity to the river provides unique opportunities to enhance the environment. We envision building a safe walkway along the river for visitors, tourists, and the children in our program. We also plan to create a simple playground with swings, offering a safe and peaceful space for children to play, learn, and grow.

WOW Café is more than an NGO—it is a platform for transformation. Through this project, we are providing skills training, employment, education, and access to nutritious food for the widows, orphans, and vulnerable children. We are deeply grateful for your support as we continue to build a sustainable future for the community. Thank you for believing in and partnering with this vision.



BUDGET

OVERVIEW

WOW
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TANZANIAN TACO

WOW Café Project Proposal
Budget Overview (Estimated)
Below is a simple and realistic budget to establish the new WOW Café on our own land:

- Land preparation & leveling: $1,500
- Brick wall (security perimeter): $10,500
- Concrete platforms & flooring: $3,750
- Kitchen structure (basic build): $3,000
- Roofing (palm/thatch covering): $1,000
- Tables & chairs: $1,200
- Bathroom construction: $1,500
- Water connection/storage: $1,000
- Electrical setup (basic): $800
- Farming setup (animals, fencing, garden tools): $2,000
- Miscellaneous taxes, permits, transportation $3,750

Total Estimated Cost: $30,000

WOW Café is more than a café—it is a lifeline.

Every cup of coffee served helps feed a child. Every meal prepared creates training and employment for widows and young people. All proceeds fund our NGO's projects. Every step we take brings us closer to a sustainable solution to food insecurity in our community.

We have already proven that this model works. From our humble beginnings in Mororoni to our growth at TFFT Learning Center, we have seen lives transformed. We are now ready for the next step: building a permanent, stable home for WOW Café.

By supporting this project, you are not just funding a building—you are investing in:

- Education and skills training for vulnerable youth
- Employment for widows and single mothers
- Sustainable food systems through farm-to-table practices
- A safe and nurturing environment for children to grow

Our goal is to raise $30,000 to bring this vision to life.

Whether you give a little or a lot, volunteer, or just spread the word, you become part of something lasting. Together, we can build a place of hope, dignity, and opportunity.

Simple Layout Sketch (Concept)

Below is a basic visualization of the planned space:



This layout reflects a simple, functional, and community-centered design. It allows space for dining, training, farming, recreation, and connection with nature.

CLOSING

This project represents stability, growth, and long-term impact. By building our own café, we remove the burden of rent and create a permanent foundation for everything we are working toward. Thank you for supporting our vision to provide training, education, food, and jobs to widows, orphans, and vulnerable children.

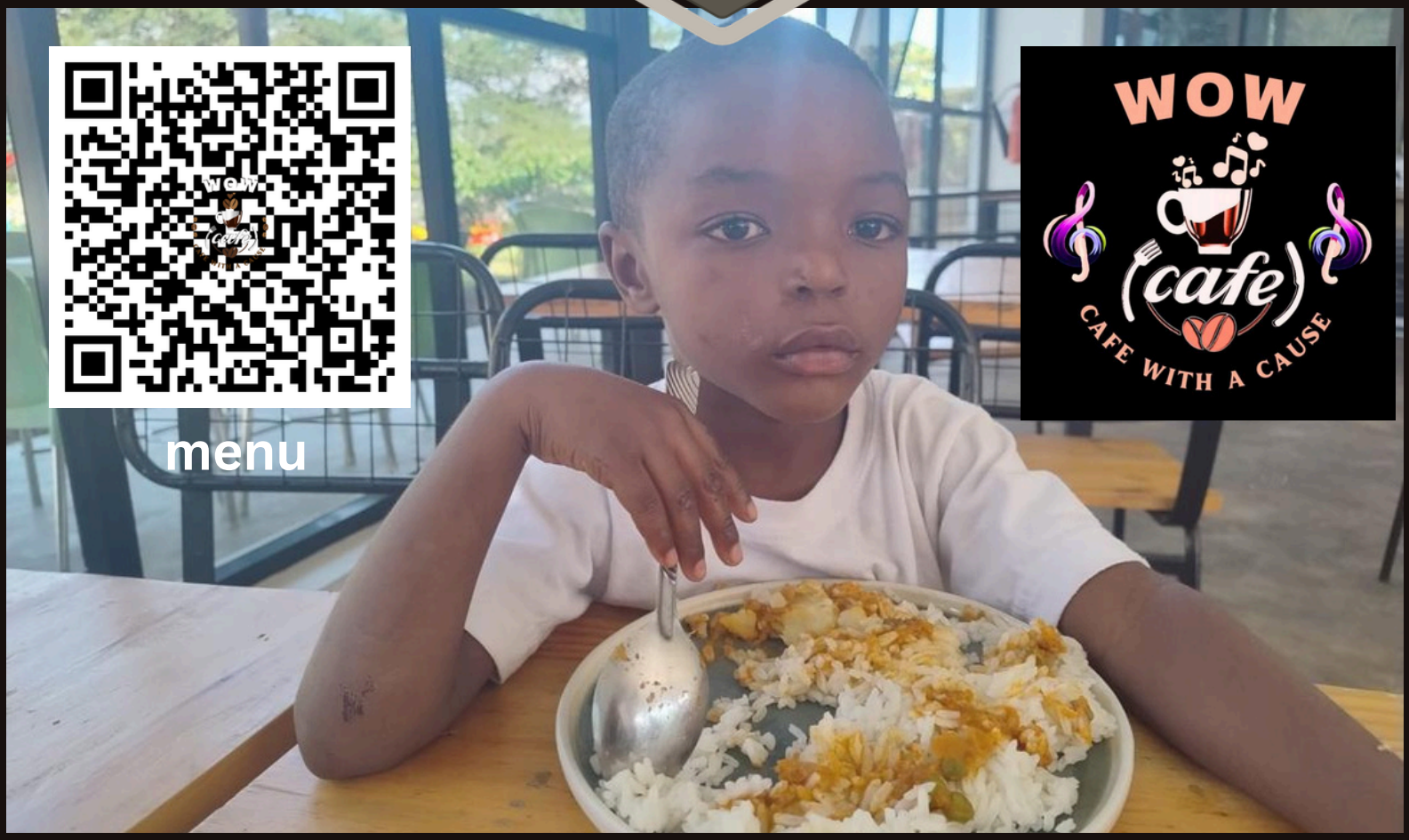
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menu

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✅WE ACCEPT CRYPTO 🙂 (Ask us) 💬 Questions or want to get involved? We'd love to hear from you. Email us or visit us in Arusha! Thank you for being part of this mission to restore dignity, hope, and opportunity in Tanzania.





WOW CAFÉ COMING SOON



