

# BOSEJA PROFILE

**Name of the Organization:** Botswana Organization for Sisters Empowering Junior Associates (BOSEJA)

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**LEGAL STATUS:** Registered with Registry of Societies Botswana

**WEBSITE:** [www. www.bosejagirls.org.bw](http://www.bosejagirls.org.bw)

# About BOSEJA

**BOSEJA Girls** is a grassroots non-profit organization that runs **girls' empowerment programs** focused on **Sexual and Reproductive Health & Menstruation (SRHM)**, **life skills education**, and **structured mentorship**. We prioritize the needs of **girls from low-income and indigenous communities**, advocating for **equal opportunities in education, health, and personal development** to ensure they reach their full potential.

Our work is dedicated to **improving the quality of educational experiences** for underrepresented girls, helping them overcome **inequality, teenage pregnancy, sexual violence, and poverty**. Additionally, we strive to **enhance health awareness** by providing **comprehensive SRHM education**, ensuring girls have the knowledge and resources to make informed decisions about their well-being.

**Founded in 2012 and officially registered in 2017**, BOSEJA has directly impacted over **1,000 girls**, with more than **5,000** benefiting **indirectly** through our initiatives.



# Our STORY

“There is a need to be valued or seen, and we see a lack of it a lot in our societies, and girls are particularly affected. My mother passed away when I was 11 years, I was left under the care of my amazing grandmother with an income of 30USD then, it was tough for sure. But I had an exceptional teacher; she noticed, paid attention, and started providing me with both physical and emotional needs. I felt worthy because someone was seeing potential in me, and gave me the much-needed encouragement that it will get better. With her great support and a loving grandmother, I managed to pass high school with an 80% average and won a scholarship to study in Malaysia. I started BOSEJA, because of what my teacher did for me, and my desire was and still is to simply pay it forward to other girls. She changed my story; she gave me a choice, voice, and control. Because of that, I want to do it for another girl next door, down the street, and in my community. If she didn't pay attention where will I be? Probably I would be one of the statistics of teenage pregnancy, given to sugar daddies, HIV, etc. Where there is poverty, often the girl child is the most vulnerable, therefore, they need to be informed, educated and empowered’- **Tumelo Tsele,**

**Co-Founder & Executive Director, BOSEJA Girls**

**VISION STATEMENT:** To create a better inclusive everyday life for marginalized girls

**MISSION STATEMENT:** Empowering, inspiring, and informing adolescent girls to make informed decisions beneficial to their future.

**GOAL:** Our goal is to have **IMPACT IN LIVES** by providing high impact-oriented, cost-effective, & competent capacity-building programs to girls, particularly from the marginalized and indigenous communities in Botswana. This is our contribution to Botswana Vision 2036, which is an inclusive prosperity for all.

**SDG's:**

No1 'No poverty'

No2 'No hunger'

No3 'Good Health and well-being'

No4 'Quality Education'

No5 'Gender Equality'

No8 'Decent work & Economic growth'

No11 'Sustainable cities and communities'

## ORGANIZATIONAL VALUES:

1. **Integrity:** We are people of our word, with the courage to do what is right
2. **Leadership:** Designing the future
3. **Commitment:** We finish what we start, well!
4. **Service:** We pay it forward by building communities
5. **Collaboration:** Influence collective genius

## OUR PROGRAMMING THEMES

Our programming, in partnership with schools, parents, and the community –focuses on the development of a whole girl. Long-lasting mentoring relationships equips girl

- Productive lives
- Break the cycle of poverty and become role models in their community

## 1. Beyond the classroom initiative.

This initiative affords girls basic computer skills and an introduction to coding which can empower the girls by giving them an equal shot in life. It is no a brainer that STEM careers are some of the leading careers that pay very well and when girls and women are paid very well it significantly reduces the pay gap. This program provides mentors to the girls to help them embrace Science Technology Engineering Mathematics (STEM) and innovation. One thing that COVID-19 pandemic has taught us is that, despite having rights to education, girls from low-income societies are usually excluded and do not necessarily get equal shots.

However, it is really important to recognize that the virtual world is a vast and unregulated space, there are threads ranging from trolling and cyberbullying and stalking to threads, and there is a need for girls to learn how to protect themselves online if they need arises. This program ends with an intensive module that will equip young girls with the expertise to protect themselves from online harassment.



## 2. Empower HER After School Programme

**Life Skills Education-** We offer programs activities and experience to adolescent girls throughout the year that build their learning skills & behaviours that increases confidence, drive, and resilience enabling them to become the best version of themselves and thrive

**Academic Enrichment –** We offer Maths, Science, and Literature tutoring. We support their school-based learning and engagement and provide assistance and guidance that may not be present at home. This definitely improves their overall performance in school

**Sexual & Reproductive Health Rights (SRHR) & Menstrual Hygiene Management Education –**We offer programs and activities that help them respond well to their changing bodies. We also provide sanitary pads and offer education on menstrual hygiene management and body autonomy



# 3. Rewrite your Story

Our trauma-informed initiative supports survivors of gender-based violence. through photography, writing, and public speaking—tools for healing and empowerment.

This three-module program helps girls reclaim their narratives, amplify their voices, and build confidence by

- Photography for Healing – Expressing emotions through visual storytelling.
- Writing Skills – Crafting narratives that inspire action.
- Public Speaking – Gaining confidence to advocate for change.



## 4. Fit & informed

**Fit and Informed-** is a transformative program that leverages sports as a powerful tool to educate and empower young girls about Sexual and Reproductive Health & Menstruation (SRHM). The program provides a safe, inclusive space where girls can learn essential, life-changing knowledge about their bodies, while simultaneously developing critical skills such as teamwork, confidence, and resilience.

Through engaging in physical activities, girls are not only improving their fitness but also gaining the confidence to embrace their bodies and understand the changes they undergo during puberty. The program encourages open discussions about menstruation, sexual health, and general well-being, breaking taboos and reducing stigma around these topics.

As part of the initiative, girls are equipped with the tools to make informed decisions about their health, helping to foster a sense of empowerment that extends beyond sports. By merging education and physical activity, Fit and Informed promotes holistic development, ensuring girls grow physically strong, mentally resilient, and well-informed about their health and rights. This program is a catalyst for nurturing a generation of confident, knowledgeable, and empowered young women.


# Boseja Girls Campaigns

- Pad Bank campaign- Every year we run fundraising campaigns funds to donate sanitary pads to low-income communities.



# Mental Health Campaigns

- Every year we run awareness campaigns through talks, information sharing on mental health day to create a safe space for our girls to share their feelings without fear and judgement.




**SELF CARE TIPS 1 Put down your phone**

We know this can be hard (it's hard for us too!), but spending a Sunday afternoon without your phone is one of the best things you can do. It's important to disconnect and spend time by yourself, with friends or with family. Interpersonal relationships are so necessary for a healthy life, but being on your phone limits that.

Leave your phone in another room, or put it in a drawer. It might be hard for the first little while, but TikTok will always be there when you get back!

**Where you can truly be yourself.**

**Safe Space**



**SELF CARE TIPS 2 Positive affirmations**

We know it can feel a little silly doing this, but if you look at yourself in the mirror and repeat affirmations, you will notice positive changes in your life. Try things like, "I am strong. I love myself. I am worthy. I believe in myself." You can say ANYTHING, as long as it's positive.

We are so hard on ourselves internally. Would you ever tell your bestie the things you tell yourself? Probably not. So, be your best friend! Treat yourself like the queen you are and allow positivity into your life.

**Where you can truly be yourself.**

**Safe Space**

# Book Drive

- Every year International day of literacy we always organize events to encourage learning and literacy among our girls. Last year we collected books from the Learning center school
- This year we want to help Maboane Primary school to build a library.



# IMPACT

Over 1000 girls have directly benefited from our programs and more than 5000 have indirectly benefited.

- Taught more than 200 girls from several communities computer skills and cyber security
- girls passed their Primary leaving examination after we provided them with sanitary pads which improved their school attendance.
- Awarded 1 girl with a scholarship to a speaking academy
- Taken 1 alumni to New York City for the Girls summit
- Offered tutorials for Maths and Science for over 100 Maikano CJSS girls since 2016
- Improved school attendance and performance through our Sanitary pads Bank drive

# Do you want to support us?

- Thank you for going through our programs and our campaigns and if you have found keen interest in any to support please get in touch with us at
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