

2025

Impact Report

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Why?

Because **every penny** of profit that Mobal makes goes straight to charity!

That means that **your** SIM, eSIM or WiFi plan has already made the world a better place.

What you're about to find out is where that money goes. This is the 2025 Impact Report from Seibo - the charity team responsible for delivering much of the real-world impact that Mobal's profits go towards. Under the banner of Krizevac Project, the charity that owns Mobal, Seibo's work ensures that the money that's generated by your Mobal service makes the biggest difference possible to the people that need it.

On behalf of everyone that benefits from Seibo's work, **thank you for using Mobal!**

Annual Report 2025

Seibo
Feeding the Future

Seibo Maria & Seibo Japan

Financial Year 2025 (January - December)



Words of Appreciation

Makoto Yamada
Director
Seibo Japan



Q. How has Seibo Japan grown from last year?
Seibo Japan made a great social impact on school feeding in Malawi with many staff members who are passionate about creating the future of kids there.

Seibo has made a bigger bridge between Japan and Malawi than last year!

Q. What is your vision of Seibo Japan and Seibo more broadly for next year?
We would like to cover all the work of Seibo Maria to deliver school meals in Malawi next year and make the fundraising model more sustainable than last year with local staff.

Q. What steps are necessary to achieve those goals?
We plan to overcome the challenges of governance inside Seibo Japan and create more productive team and connect more with Seibo Maria, exchanging information about the database so that we could share them to potential donors.

Victor Mthulo
Program Manager
Seibo Maria

Q. How was Seibo Maria grown from 2025?
Fed 3,358,613 meals to 20,600 learners; Improved data management through a database that consolidates data annually, and is accessible to all via cloud storage. Schools were given 43 new pots and stoves, buckets and protective wear for cooks thereby increasing safety and hygiene.



Q. What is your vision of Seibo Maria and Seibo more broadly for next year?
To focus on the welfare of the child, by enforcing early-morning feeding, construct decent kitchens, construct decent classroom blocks and most importantly provide safe water for drinking and cooking porridge.

Q. How do you plan to achieve these goals?
Increased effort in resource mobilization through multiple fundraising campaigns and strategic partnerships.



Organisation Overview



About Seibo

“A simple daily meal for every hungry child”

“Seibo” refers to the collective of two organizations: Seibo Japan, a non-profit organization based in Japan, and Seibo Maria, also known as Seibo Malawi. Both organizations work together in a cooperative framework. Every day, Seibo Maria serves school meals to children in primary schools, kindergartens and Community-Based Childcare Centers (CBCCs) in both northern and southern Malawi. Seibo Japan focuses on fundraising activities for school meal provision while collaborating with schools and companies to expand charity culture and promote international assistance.

Mission Statement



Vision:
Helping children realize their full potential

Mission:

- To spread awareness to the public of our existence and mission
- To raise awareness of relevant global issues
- To support children in areas of poverty through school feeding
- To seek out and collaborate with other organizations who share our mission



History

2015: Establishment of Seibo Maria and Seibo Japan
2018: Launch of the donation-based coffee brand “Warm Hearts Coffee Club"
2020: Launched partnership with educational institutions
2022: Awarded the “Social Contributor Award” from the Foundation for Encouragement of Social Contribution
2024: Received the “Social Products Award” from the Association for the Promotion of Social Products
2025:Served as an official interpreter at the Malawi Pavilion at Expo 2025 Osaka, Kansai.



Mobell and Krizevac Project

The activities of Seibo were initiated by the charity organization Krizevac Project, funded by the UK telecommunications company Mobell Communications Ltd., which conducts business in Japan and the UK. Currently Seibo Maria is still supported by the Krizevac Project.

*UK Government Registered Charity No: 1115608

Krizevac Project

The Krizevac Project conducts various activities primarily in Malawi, but also in regions such as Nigeria and Rwanda. Their initiatives are mainly focused on job creation, providing high-quality education and building communities. Regarding job creation, the project establishes various social businesses locally and provides vocational training, including IT education, contributing to local employment generation and economic revitalization. The activities of Seibo are a part of these broader efforts.

Testament to the Krizevac Project's commitment to providing high-quality education is the establishment and operation of the large educational campus known as the "Mary Queen of Peace Catholic Institute," located in Chilomoni, Blantyre. This campus houses a comprehensive range of educational facilities, including the "Mother Tereasa Catholic Nursery", "St Kizito Catholic Primary School", "Carlo Acutis Catholic High School" and "St John Paul II Leadership & IT College", all on one campus. Currently, approximately 1,000 children are enrolled at this campus, and Seibo provides school meals for the children in the kindergarten and primary school through its southern office located on the campus.





Alongside the Mary Queen of Peace Catholic Institute, the Krizevac project also runs "Torrent", a heavy machinery rental business and "Beehive" a social enterprise project that involves "Beetech" and "Beebikes". "Beetech" provides data management solutions and "Beebikes" sells and services bikes in Malawi, allowing indivudals to get to school or work.



Malawi in 2025



Activity Overview

Highlights

3.4M School Meals Provided

Over **20,000** Children Supported

55 Schools Supported

In 2025, Seibo Maria provided school meals to approximately 20,000 children across a total of 55 schools, including primary schools, kindergartens and Community-Based Child Centres (CBCCs). Over the year, the Seibo Maria team, in collaboration with volunteer staff and teachers from each school and supported by Seibo Japan, was able to provide a total of 3,358,613 school meals. By providing school meals, Seibo was able to increase enrolment from 18,568 in January to 20,600 in November and attendance from to 18,021 in February to 18,824 in December.





Details and Breakdown

Figure 1 showing the total school meals provided in 2025

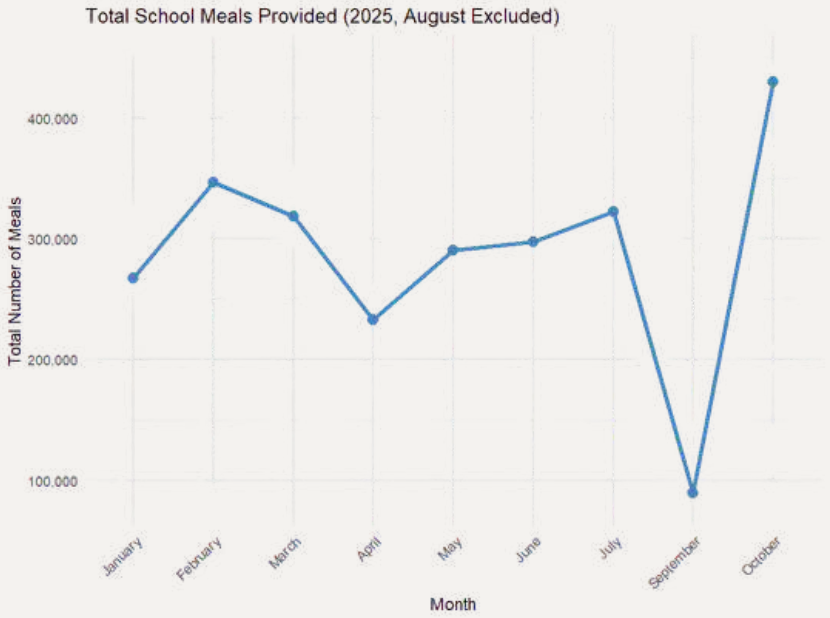


Figure 1 above shows the total number of school meals provided by Seibo Maria in both the Mzimba and Blantyre districts in Malawi. It is worth noting that schools were closed for the duration of August and most of September, hence the exclusion of the former and the lower figures in the latter. Otherwise we have experienced a consistently high provision of school meals throughout the school year, peaking at over 400,000 meals provided in October alone. The mild fluctuation from month to month is likely caused by oscillating attendance figures and thus we recognise the importance of ensuring attendance to the success of the feeding programme.

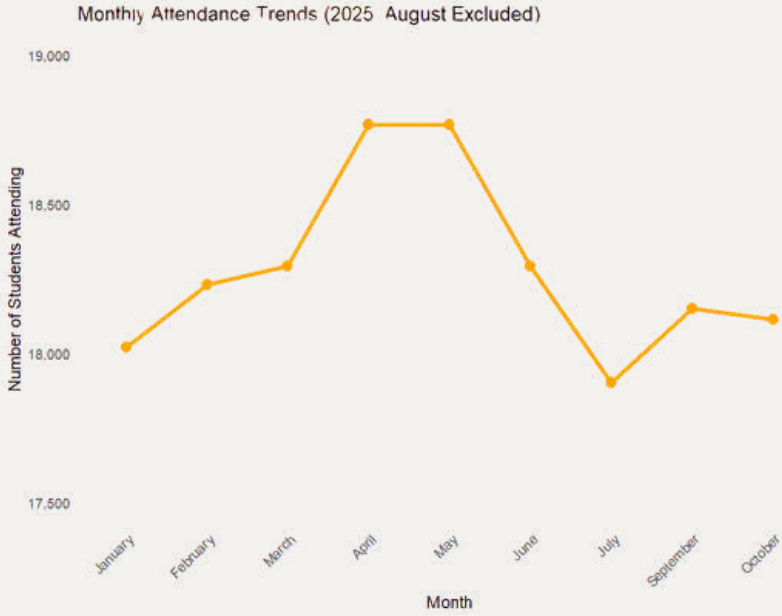


Figure 2 showing the 2025 monthly attendance trends (August excluded)

Figure 2 shows the monthly attendance trends for 2025 in Malawi. August has again been excluded from this figure to avoid distortion caused by the school break. The y-axis scale has been adjusted to highlight variation in attendance during the main academic months. We can see a notable spike in attendance for April and May, which may reflect the end of the rainy season and also the increase in school meals provided from April to May. Our school meals continue to function as incentives for children and and reassurance for parents, who know their children are being fed a nutritious meal.

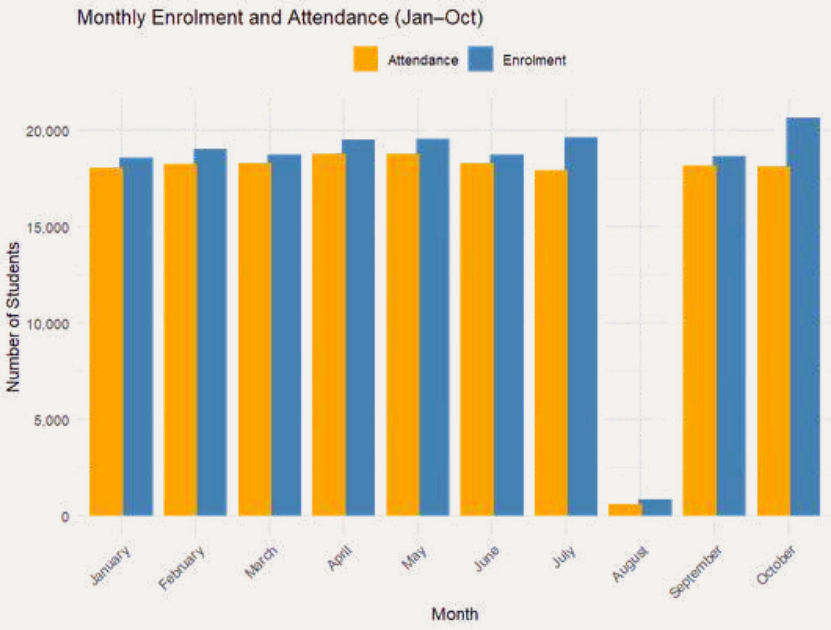


Figure 3 showing the monthly enrolment and attendance

The enrolment and attendance figures are equally positive. This year we have maintained a high level of both attendance and enrolment, reaching over 20,000 enrolled in October. Further, we have maintained over 90% attendance of those enrolled in 8 of the 10 months we have date for. In 6 of those 8 months we had at least 96% enrolment. The attendance rate is crucial to providing children with comprehensive education and is also a reliable indicator of the success of the school meal program. The impact of the school meal program is thus twofold: 1) increasing the number of children enrolled (we observe an increase of over 200 students from January to October) and 2) increasing the percentage of those enrolled attending. Children are excited to go to school and parents happy to send them, knowing they will receive a nutritious meal alongside their education.

Comparison with 2024

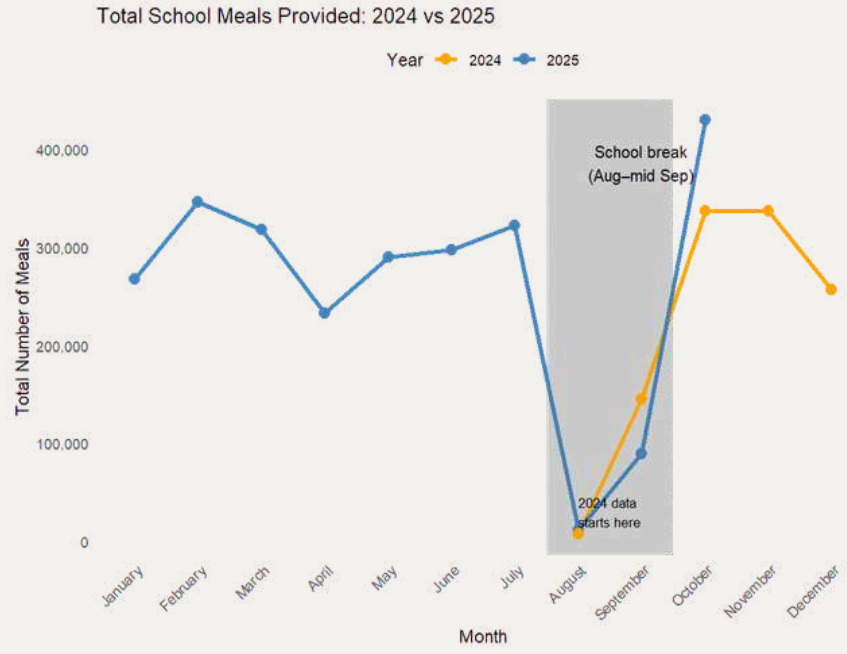


Figure 4 shows the figures for total schools provided in 2025 (as in Figure 1) and the 2024 figures have been added in orange. The graph illustrates both the consistently high provision of school meals and improvement on the previous year. October marks our most successful month in terms of meal provision, made possible by the hard work of all those in Seibo Maria, the fundraising efforts by Seibo Japan and generous donors. We hope to continue this positive trend into 2026, as our efforts do have a significant impact.

Team Malawi

Overview

Seibo Maria is currently operated by a team of 7 staff members: 3 in the northern region Mzimba, 4 in the southern region Blantyre. Under the leadership of the Program Manager, the team consists of a Finance & Administration Officer, School Feeding Officers, and Communication Officer, who work together to carry out the organisation's activities.

Main Responsibilities of Staff Members

- Ordering and delivering Likuni Phala
- Ensuring proper preparation and storage of school meals
- Collecting data on enrolment, attendance, and stock usage
- Financial management, planning and staff supervision
- Documenting activities through photos
- Maintaining program resources and vehicles





New Staff Members

Rodgers Mhango

School Feeding Officer
District: Mzimba
Recruitment: August

“Being a School Feeding Officer is an opportunity for me to make a lasting impact on the lives of various children and communities. Knowing that I contribute to motivating these children to go to school and that they will learn something while being fed is truly exciting, it’s a memory they will carry for a lifetime, and I am happy being a part of it.”



Staff Focus

Mwai Leman
School Feeding Officer



One of the dedicated staff members in the School Feeding Program is Mwai, a Feeding Officer who has worked with Seibo since 2017. The program operates across several districts, including Blantyre, in partnership with private schools and community-based children's care centres. Through collaboration with teachers, volunteers, community members, and government authorities, the program ensures that children receive safe, nutritious meals in a healthy environment.

A core component of the program is careful monitoring and data collection. Attendance records and feeding data are regularly reviewed to ensure that food supplies meet the needs of each school. Hygiene practices, cooking methods, and food safety standards are routinely monitored to ensure quality control across all sites.

During the reporting period, the feeding program supported 55 schools, including 12 primary schools in Mzimba and one primary school in Blantyre, reaching approximately 20,000 children. Meals are provided daily on school days, typically between 9:00 and 10:00 a.m., using locally sourced ingredients, including soybeans. These daily meals play a vital role in supporting children's health, energy levels, and ability to participate in learning.

Supporting the most vulnerable children remains a central priority of the program. In community-based children's care centres, meals are provided free of charge, provided that at least one highly vulnerable child, referred to as a Seibo child, is included. Children are identified through a community-led process involving volunteers, local churches, and home visits to verify household conditions. The collected information is carefully reviewed to ensure that assistance is directed to those most in need, and Seibo children receive regular meals through the program.

The expansion of the feeding program has had a clear positive impact on school attendance and learning. Since 2017, the number of children supported has grown from approximately 7,000 to over 20,000. Schools report improved attendance, increased motivation among students, and greater engagement in classroom activities. For many families, providing daily meals has reduced the burden of food insecurity and encouraged consistent school attendance.



Seibo Japan recognises that nutrition alone is not sufficient to achieve lasting educational outcomes. The organisation therefore works closely with teachers, school directors, and community members to support the overall learning environment. Teacher training conducted in 2020 and 2021 has contributed to improved classroom practices, with approximately 60 per cent of trained teachers remaining active in the program. When combined with access to regular meals, these efforts have resulted in an estimated 80% improvement in children's learning and participation.

Community involvement is fundamental to the success of the School Feeding Program. Parents, teachers, volunteers, school committees, and village leaders are actively engaged in meal preparation, monitoring, and child support activities. This shared responsibility fosters local ownership and ensures that the program addresses the unique needs of each community.

Despite its success, the program faces ongoing challenges, including inconsistent volunteer and teacher availability, as well as logistical constraints related to transportation and school monitoring. Looking ahead, Seibo Japan aims to strengthen coordination through regular meetings with stakeholders, expand its volunteer base, resume annual teacher training, and improve support and monitoring systems. Through continued collaboration with communities and partners, the School Feeding Program will remain a vital foundation for children's nutrition, education, and well-being.

Seibo’s Impact

School Meals Nurturing Smiles and the Future

The warm bowl of porridge we deliver is more than just a meal. It protects children’s health, inspires their desire to learn, and becomes a bowl of hope that supports the future of families and communities. In this section we share moving moments from our activities in 2025, along with the tangible outcomes they have produced.



“I look forward to coming to school. Because I can eat porridge, I feel energetic and can study well”
(*January - A girl from Kaputa Primary School)*

School meals are bringing about significant changes in both the hearts and bodies of children

Improved Motivation for Learning

The twins shown in the photo below were born in June 2021 and are scheduled to graduate from kindergarten in 2026. In the past, they suffered from malnutrition; however, they have made a remarkable recovery and are now in good health.

They began receiving support from Seibo in October 2023, when they were two years and four months old. This support has had a highly positive impact on their development. Before receiving assistance, they were often unable to participate fully in class. Today, however, they are showing significant progress.

They are now able to count numbers, recite poems, memorise words and recognise colours. Their academic progress is clear evidence of the support they have received. In addition, their health has improved dramatically, and they now appear energetic and healthy - a striking contrast to their previous condition.





Establishing Healthy and Hygienic Habits

Thanks to nutritionally rich school meals, children's health has shown visible improvement. In addition, before porridge is distributed, students wash their hands and clean their own cups using buckets and soap provided through the programme. This simple yet essential routine has now become firmly embedded in their daily school life.





Building Confidence and Social Skills

Mealtime is an important opportunity for children to laugh with friends and develop a sense of cooperation and compassion. Children who were once shy have strengthened their bonds with their peers through shared meals and now show bright, confident smiles.





Children look forward to mealtime and enjoy it together. One child cheerfully demonstrated how to use a spoon, saying, "I'll show you how to eat the porridge!", bringing smiles to the faces of the children around them. This time for school meals is a valuable moment that nurtures friendship and a spirit of cooperation.

Impact on the Community



Story 1 - Three-year-olds triplets

These triplets were bon on 22nd March 2022. Their mother was leading an extremely busy life, earning a living through selling goods at the market and doing handicraft work while also caring for her children. However, when the triplets began receiving support from Seibo, the mother was able to breathe a sigh of relief. This support reduced the burden of caring for the children, allowing her to focus on her business and making it possible for her to focus on her business and making it possible for her to support her children more effectively.

Story 2 - Fatihu Deen, a girl attending kindergarten

Fatihu Deen was born on 16th February 2022 and is scheduled to graduate in December 2027. She has ashy and quiet personality and previously had very little interaction with other children. Her mother often felt anxious when leaving her at school, but since attending she has shown significant progress and has become much more outgoing and now regularly takes part in playing with her friends.





Story 3 - A girl attending Holy Cross Kindergarten

The girl in this photo was born on 23rd December 2021. She began receiving support from Seibo in August 2023 and started attending Holy Cross Kindergarten.

Before she enrolled in school, her mother faced great difficulty securing work. Many employers were unwilling to offer her a job because she needed to care for a young child and because of concerns related to hygiene. However, now that her daughter is attending school, the mother has been able to work as a construction labourer. As a result, we can assist skilled workers, earn a stable income and support her children.

Story 4 - Distribution of uniforms to students



Because of her irregular income from home-based piecework, the mother of these twins found it difficult even to purchase essential items such as school uniforms for her children. She expressed her heartfelt gratitude for this donation and appeared deeply relieved, saying that a great burden had been lifted from her shoulders.

Seibo's mission is to empower families equally, whether they come from disadvantaged or affluent backgrounds. By providing access to quality education and fostering an environment where everyone can start on an equal footing, Seibo delivers hope to those need it most.



Story 5 - Community-Led Initiatives

The preparation and distribution of school melas are carried out primarily by local volunteers and social committees. Through cooperation across generations, the bonds within the community have grown even stronger. Women also actively participate in these activities, contributing to community development and female empowerment.





Cooperation with Schools and Communities

Meeting with Nursery School Stakeholders in Blantyre District

We have continued engagement with school committees and caregivers who actively participate in stakeholders' meetings. These meetings focus on community engagement and reinforcing stakeholders' duties to support the feeding programme's effectiveness and sustainability through ensuring attendance and helping out in kitchens to make and provide the meals. We recognise that parental cooperation is essential to ensuring the success of the feeding programme and thus will continue to engage with the local population.



Stakeholder meeting in Cilingani CBCC



Committee involvement in Cilingani CBCC

The committee members don't just delegate cooking tasks to parents/cooks; they also actively participate in activities like drawing clean water from boreholes. Tasks such as these ensure that the high hygiene standards are maintained and the local population is involved.

Director's Meeting

A director's meeting was heled in February in the Mary Queen of Peace Hall, where we discussed several key issues, including proper procedures for recording new books, standardised measurements for cooking Likuni Phala, best practices for storing Likuni flour safely. Protocols were established for handling emergencies such as theft of Seibo property within the schools. After the meeting we distributed utensils to the schools then we are closed the ceremony group photos

Photos from the director's meeting





Anniversary Celebration

On 11th February Seibo Maria celebrated our 9th anniversary by conducting a cooking demonstration at Kriver Nursery School, attended by Seibo staff, trustees and school directors from nearby schools. Seibo directors had the special directors to serve porridge to the children and spend quality time together. After the meal, one of our trustees, Ms. Dhlelisile Phiri, led the cake-cutting ceremony as the children joyfully sang a happy birthday song.



The anniversary cake



Cheerful faces after the cutting ceremony



Seibo trustee and manager ready to serve porridge at the celebration

Allocation Meetings

Allocation meetings resumed in 2025, after an absence from February 2024. These meetings held in the Mary Queen of Peace institute involve discussion and review of each application for free nursery education. This process ensures transparency, accountability and fairness to ensure the most deserving children receive support. This is a significant achievement as since February 2024 schools had been facing vacant spaces for sponsored children due to unsuccessful allocations meetings.









A Bridge Between Malawi and Japan

Collaboration with the Japanese Government

On February 20, 2025, Seibo Maria was invited by the Embassy of Japan in Malawi to attend the Emperor's Birthday Reception held at the Bingu International Convention Centre (BICC) in Lilongwe. Representing Seibo Maria, Victor, Future, and Mwai attended the event. In addition, embassy officials visited schools and are considering support for the construction of cooking facilities, further strengthening our collaboration with the Japanese government. The reception thus provided a valuable opportunity for networking with government officials, corporate partners, and members of the diplomatic community.





Visit from the Embassy of Japan

On 20th May, Ms. Suzuki and Mr. Hugo Mlewa from the Embassy of Japan visited Seibo's Mzimba office as part of the local verification process for the Grant Assistance for Grassroots Human Security Projects (GGP). The purpose of the visit was to assess proposed plans for the construction of cooking facilities at three schools: Machelecheta Primary School, Chabele Primary School, and Kanyerere Primary School.



Kakeru's Visit

In February 2025, Kakeru, a university student whom we came to know through Seibo Japan's activities, along with his friends, visited Malawi and neighbouring countries.

Japanese university students and Japan International Cooperation Agency (JICA) volunteers visited the local communities, sharing porridge with the children and helping with tasks such as chopping firewood. These warm and meaningful interactions created strong personal connections and have become valuable opportunities to link supporters in Japan with communities on the ground in Malawi.





Takahito's Visit

Yamamoto, a Japanese volunteer and student at Tokyo University of Foreign Studies majoring in African Studies, arrived in Mzimba on 4th April to experience the school feeding programme first-hand. From the 7th - 9th of April he visited 9 schools in the Mzimba district together with our communications officer and feeing programme staff.

During his visits, Yamamoto interviewed a wide range of stakeholders, including Seibo's programme manager, students, teachers, members of school committees, and volunteer cooking staff. Through these conversations, he gained valuable insights into the day-to-day operations of the feeding program, the level of community involvement, and its overall impact. By observing meal preparation and distribution and interacting with students, he was able to see first-hand how the program directly benefits school attendance and child well-being.

On April 10, before departing for Misuku (Chitipa), Yamamoto joined our weekly team meeting, where we reflected on his visit, followed by a warm farewell session. His visit marked an important milestone for Seibo Malawi and contributed to strengthening mutual understanding and cooperation with Seibo Japan.







Mariko's Visit

In early May, Seibo had the opportunity to welcome Mariko Kawamoto, a Japanese JICA volunteer working as a health officer at Salima District Hospital. With her professional expertise in health and nutrition, Mariko showed strong interest in the nutritional benefits of Seibo's school feeding program and conducted a site visit to learn more about it.





Practical Cooking Demonstrations

On the 16th October, our school feeding officers organised a practical cooking demonstration at Kabuku Primary School to reinforce best practices in porridge preparation and follow Standard Operating Procedures. The session began from scratch - preparing firewood, drawing water and heating the pots with volunteer cooks fully engaged in every step. These sessions not only strengthen the quality and safety of school meals but also empower our community cooks, ensuring every child receives nutritious, well-prepared porridge.



Group photo at the end of the session



Food preparation

Utensils Distribution

We distributed program-complementing items across schools, including cups for standard 1 learners, soaps and protective wear for volunteer cooks (headgear, aprons and gloves). This supports our programme hygiene, safety and overall effectiveness.









Case Study 2

Japan Coffee Culture Society



On 15th June, Seibo gave a presentation at the Japan Coffee Culture Society, speaking about Malawian coffee, its distribution, and market value, as well as the structure and impact of the activities of the General Incorporated Association Seibo and the NPO Seibo, which connect coffee sales to school feeding support.

We also highlighted our collaboration with the student team, discussing how Japan's future generation can influence coffee consumption culture and contribute to the future of coffee-producing communities.

Case Study 3

On 2-3th August, Seibo participated in Sport for Tomorrow X Africa Action Day 2025. This event, held at JICA Yokohama as part of TICAD's pre-event, brought together numerous NPOs and social enterprises from African countries including Cameroon, Tanzania, Malawi, Kenya and others.

Led by Seibo's student members, the event connected with future initiatives involving Africa, showcasing potential business opportunities and growth within the NPO sector. We received support equivalent to approximately 1200 meals for meal support, a significant contribution. We greatly appreciate this valuable opportunity.





Seibo Mills

On their final day, Kentaro and Rei visited the Seibo Mills facility that is currently under construction. It was established as a new business under the Krizevac, designed to produce “Likuni Phala”, the ingredient used in Seibo’s school meals, in-house. Once completed and operational, the factory will enable Seibo to produce its school meal ingredients internally while also aiming to generate revenue by selling surplus to other organisations.



Final thoughts from Kentaro and Rei

I first encountered Seibo in my second year of high school, and this year marks the sixth year since I started participating in its activities. Now, as a fourth-year university student, I was finally able to visit Malawi in person, a long-cherished goal, and gain a milestone experience.

In particular, meeting the Seibo Maria staff, whom I had previously only connected with online, and witnessing their dedication and enthusiasm first-hand, was incredibly inspiring. Additionally, being able to see and experience the schools and daily lives of the children in person allowed me to grasp situations that cannot be fully conveyed through photos or videos.

I hope that our trip this time will serve as an encouragement for many people, especially student staff of Seibo Japan, to consider visiting Malawi in the future.



Kentaro Hirano









Links and social media





“Bo”
Seibo’s Official Mascot

Seibo
Feeding the Future

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