



Celebrating
60
YEARS | Because of my
EISENHOWER FELLOWSHIP...



OLIVE DAMIAN LUENA, 1994 TANZANIA

CEO & General Manager, Tanzania Gatsby Trust

In 1994, Olive Luena completed her fellowship with a focus on commerce, trade, and religion. Luena credits several of her experiences during her fellowship as the inspiration and catalysts for advancements in her career, and for who she is today. Some of the top experiences on her list are the time she spent at the World Conference on Religion and Peace (WCRP) in New York, the Ford Foundation, the Peter Drucker Foundation, the U.S. League of Catholic Women, and her interaction with former U.S. President George H.W. Bush.



Luena's experiences at the WCRP directly inspired her by opening her eyes to the need for a religion and peace conference in Tanzania. Today, there is a chapter in Tanzania for Religions Working for Peace which Luena was instrumental in founding. In September 1995, she was elected to a five-year term as one of the presidents of WCRP International.

Luena's exposure to the non-profit sector in the US exposed her to opportunities that can accelerate poverty alleviation in Tanzania, specifically to address issues of equality development. Immediately after her fellowship, Olive changed her career from working for a government plastics manufacturing company to working in the non-profit sector. Since 1995, Luena has been the Chief Executive Officer of Tanzania Gatsby Trust (TGT), a charitable Trust whose mission is poverty alleviation through SME and farmer development through operating programs and projects in the mainland of Tanzania and Islands of Zanzibar.

As the CEO of TGT, Olive has built the organization, and ensured its steady growth from a starting budget of USD \$80,000 to more than USD \$10 Million, while maintaining a very lean staff. Her work with Tanzania Gatsby Trust has impacted several small and medium entrepreneurs in Tanzania whose income and livelihoods have greatly improved, and as a result are contributing to the economy of the nation.

In 1995, Luena participated in the Beijing Women's Conference, organizing a workshop on peace. The conference focused on equality and development. Luena used the issues she studied during her fellowship and the experiences she gained from the organizations she visited to formulate her workshop.

When she returned to Tanzania, she mobilized a group of different religious leaders, and she established as the founding chair of what is now called the Inter Religious Council of Tanzania. IRCPT was officially established in 1996, as World Conference on Religion and Peace Tanzania (WCRP/Tanzania) and formally registered in 2000 as an affiliate of World Conference on Religion and Peace International (WCRP International). It changed the name WCRP Tanzania to Inter-religious Council for Peace, Tanzania (IRCPT) (Religions for Peace) in January 2010 and became a members-based organization. IRCPT promotes sharing among religious communities of their respective traditions, principles and values, identifies and examines threats to the comprehensive realization of peace, and facilitates planning and implementation of collaborative action programs for building peace.

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