

# Moving The Goalposts Annual Report 2015

# 2015



SEPTEMBER 2016







# CONTENTS

Forward 2

Who we are 3

Where we work 6

**Strategic goal 1** MTG & her football 7



**Strategic goal 2** MTG & her girls 13



**Strategic goal 3** MTG & her community 21



**Strategic goal 4** MTG & her partners 27



**Strategic goal 5** MTG & her stories 33



**Strategic goal 6** MTG & her growth 38



With thanks to 45

Get involved with MTG 46



# Forward from the Executive Director

## *Dear Friend of Moving the Goalposts,*

**T**alk of a red letter day, 2015 was a red letter year for us at MTG. We were able to make great strides and to grow in both programmes and impact. It was also a great year for sports for development internationally as for the first time, sports for development was recognised as a means of achieving the Sustainable Development Goals set by the United Nations. This landmark recognition of a method that MTG has used for over 15 years is an affirmation that we have been on the right track.

As we look back, we note the highlights including being recognised by the International Labour Organisation as an Outstanding Partner in the implementation of youth empowerment programmes, winning the Under 16 East Africa Cup in Moshi and winning the Beyond Sport Award supported by UNICEF for our work in Child Safeguarding.

These different accolades are good for us as an organisation, but we value the feats that individual girls have achieved as these individual triumphs add up to the success of MTG as an organisation. Of note are the nominations of Fatuma Kahindi and Serah Mwikali Mulwa as outstanding women leaders in the Nationwide Women in the Red Campaign Awards. They spoke of the opportunity



that sport has given them to become leaders in their community.

In this year, MTG looked inward and forward in the drafting of our Strategic Plan 2016 – 2020. The plan envisions the organisation growing to have a national impact, while rolling out direct football activities in all the six (6) Counties of the Coast Region of Kenya. MTG is currently active in Kilifi and Kwale Counties. The expansion will see the organisation introduce football activities in Taita Taveta, Lamu, Mombasa

and Tana River Counties. We also seek to become active in national advocacy on rights issues which will impact on the lives of girls and young women all over Kenya.

Our ongoing success as an organisation can be credited to an active and supportive board of Management in 2015. The staff of MTG all served tirelessly, working over and above the call of duty to ensure that the lives of girls and young women in Kilifi and Kwale are better for our effort. Lastly, MTG would not have existed without the 5,442 girls who formed our membership for 2015. It is only through their active participation and taking up leadership roles that we were able to achieve what we did.

As we look into the next year, we see great promise. One of our greatest coups in the closing season of 2015 was being selected as the recipient of the 2016 Kilifi Gold Triathlon Grant. The Triathlon event will be held on 24th September, 2016 in Kilifi. We look forward to participating and raising funds to develop our existing resource centre into a mobile library for children unreached by resource centre services. Read more on this inside.

Looking forward to an even better 2016!

***Rachel Muthoga***



# Who we are

**Moving the Goalposts Kilifi is a community based organization that, since 2002, uses football to empower girls in the rural and urban areas of Kilifi and Kwale Counties. MTG's goal is to have a more inclusive, just and peaceful world where girls' and women's human rights are realized and protected. It uses a rights based approach and focuses primarily on sexual and reproductive rights, health and choice.**

MTG's purpose is to strengthen the voice, impact and influence of girls and young women by providing opportunities for them to play football, take on leadership roles, learn about their rights and how to claim those rights, with a focus on sexual and reproductive health and choice. We contribute to this aim by making football an area of opportunity for girls, enabling

community stakeholders to champion girls' rights and through strategic alliances that advance this aim.

### **How we are structured:**

Moving the Goalposts activities are overseen by a volunteer board who serve for 3 year terms. In 2015, the Board was chaired by Sarah Forde, the

founder of MTG and a development consultant. She was deputised in this position by Dr. Nduku Kilonzo, the Director of the National Aids Control Council. The Treasurer was Editta Akinyi, Senior Finance & Administration Manager at International AIDS Vaccine Initiative (IAVI). The Secretary to the Committee was Vicky Karimi, a lawyer and development consultant. Dr. Sam Thenya, the CEO of the Nairobi Women's Hospital and founder of the Gender Violence Recovery Center served as a member. John Damigott, a retired Educationist and Tahreni Bwanaali, formerly of Kemri – Wellcome Trust both transitioned out of the board in 2015 and were replaced by Mwanase Ahmed, Manager of the Creek Club at Kivukoni School and Rachel Ongala, Head of ICT at Kemri-WellcomeTrust, and Dr. Nick Odongo, a Professor at Pwani University.

Moving the Goalposts works in two Counties, Kilifi and Kwale but is headquartered in Kilifi at the MTG Building in Mnarani. Rachel Muthoga is the Executive Director.

MTG programmes are managed through four departments under the supervision of the Programmes Manager, Dorcas Amakobe as below:

The **Football Department** coordinates ongoing leagues and annual MTG school and club tournaments. Girls with disabilities are included in the programme. Girls are encouraged to take up leadership roles in their (football) community. The football department organizes leadership trainings in football. Staff members in the football department in 2015 were: Lilian Mbeyu, Clarice Mrengi and Janet Konde.

The **Health Department** gives girls opportunities to learn about their rights and to claim them. The health department organizes peer education

sessions, quiz and debate competitions and video shows in the MTG fields and in schools. They train peer educators, Youth Peer Providers and counsellors. Counsellors do one-on-one and group counselling sessions. Youth Peer Providers give information about sexual reproductive health to MTG girls and community members and they distribute contraceptives. Staff members in the health department in 2015 were: Lydia Kasiwa, Peris Mwaka, Marion Kahindi and Janet Karisa.

The **Economic Empowerment Department** aims to improve young women's livelihoods. The department organises MTG girls who are out of school into Savings and Loans Groups at field level, manages the MTG award scheme/education programme and organizes business start-up and practical skills, financial literacy and employability trainings. Doreen Sirya was the staff member in the economic empowerment programme in 2015.

The **Community Liaison Department** coordinates MTG's work in the MTG league fields and the communities. They build the capacity of the field leaders and their committees and they manage MTG's relations meetings with the communities, leaders, schools and government officials. The staff members in the community liaison department in 2015 were: Irene Mambo, Shully Bakari, Harriet Charo, Fridah Kahindi, Esther Baya, Halima Kadzitu and Elvinah Kahindi.

In 2015, MTG employed a **Child Protection Officer**, Hedaya Chungu who will be responsible for aligning the MTG Child Protection Policy with the International Standards for Safeguarding and Protecting Children in Sport and mainstream child protection in all MTG's operations.

The implementation of the MTG programmes is supported by:

The **Monitoring and Evaluation Department** that uses participatory M & E methods to support, prove and improve MTG's departments' work in empowering girls and young women through football. The staff members in the monitoring and evaluation department in 2015 were: Cocky van Dam, Janet Motah and Fathime Hamisi.

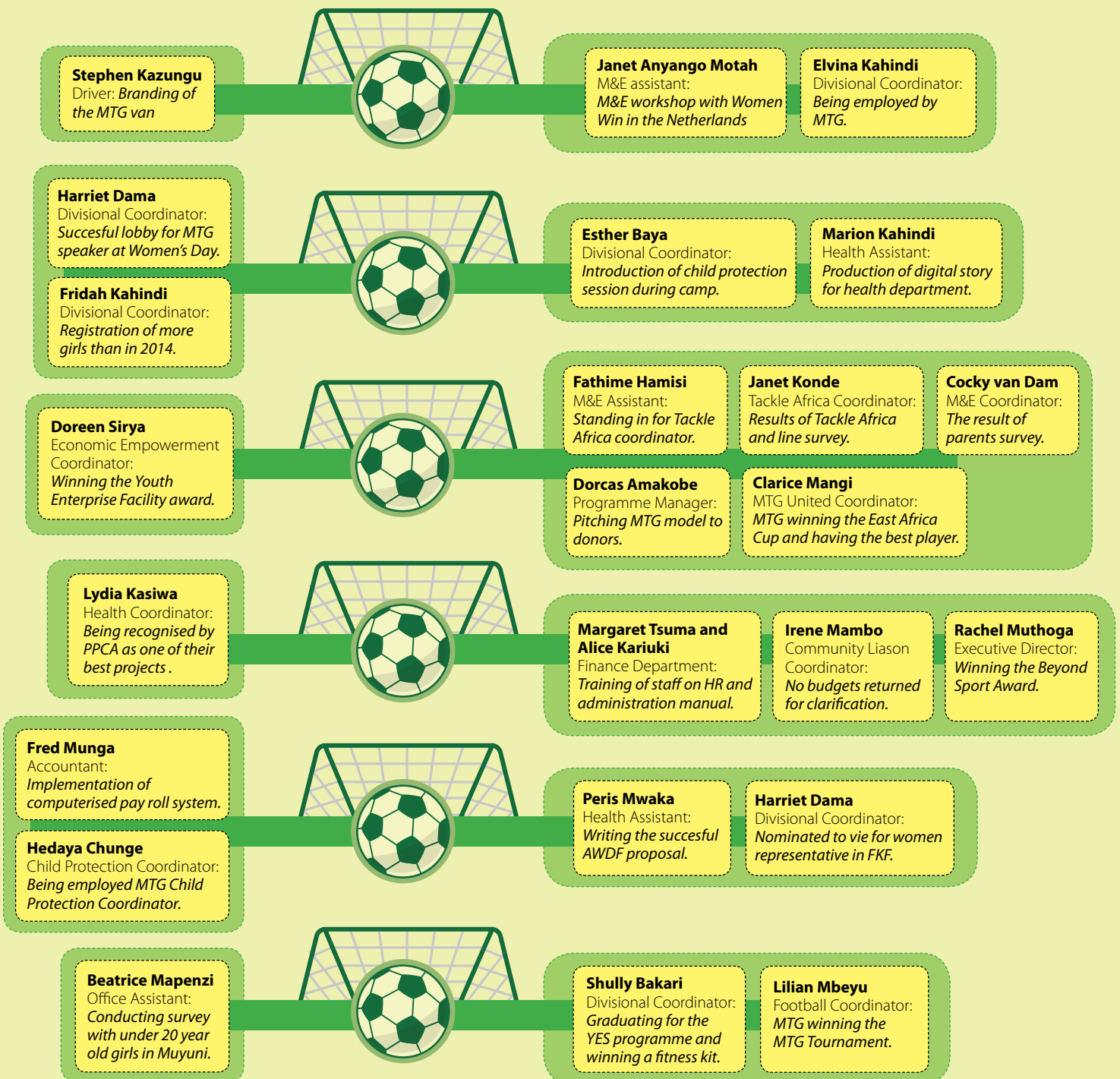
The **Finance and Administration Department** manages all of MTG's financial systems and ensures compliance with international accounting standards. The department also oversees administration and human resource management. The staff members in the finance and administration department in 2015 were: Alice Kariuki, Fred Munga, Margaret Tsuma, Beatrice Mapenzi, Harriet Mose and Stephen Kazungu.

MTG is recognized as an innovative and unique sport and development project for girls and young women. It won the Beyond Sport Award Health in 2013 and the Beyond Sport UNICEF Child safeguarding in Sport Award in 2015. 



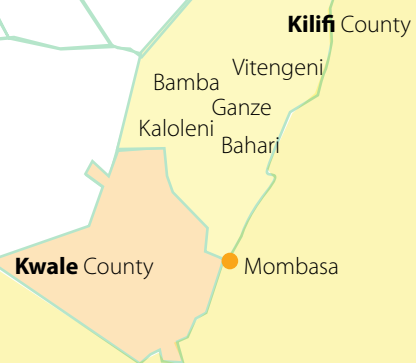
# Celebrating our achievements!

All staff members play their own important role towards achieving the goals of the organization. Learn more about the achievements that staff members felt good about in 2015. See also our movie on <https://youtu.be/wroTl4mdL4k>



# Where we work

**48** Moving the Goalposts works in 48 communities in Kilifi and Kwale Counties.



## Bahari

Bahati, Matsangoni, Mdzongoloni, Mnarani, Mwakuhenga and Ngamani



## Bamba

Biyubu, Kalongoni, Maryango, Mirihini, Mitsemerini, Muyuni, Mwezamoyo, Paziani



## Ganze

Danicha, Dungicha, Kitengwani, Malomani, Mwaeba, Petanguo, Rare, Silala



## Kaloleni

Benyoka, Chanagande, Kadzonzo, Kaduyuni, Kizurini, Mwareni, Rabai, Ramisi, Tsagwa, Vuga



## Vitengeni

Bale, Bogamachuko, Dzikunze, Kang'amboni, Madamani, Milore, Mitsedzini, Mrima wa Ndege, Ndugummani, Vitengeni



## Kwale

Bila Shaka, Dima, Mbuguni, Mteza, Mwangaza





# MTG & her football



## Strategic goal 1

Make competitive football an area of opportunity for girls in terms of equal access to opportunities and leadership positions.

▶ **5,442** players registered in leagues

▶ **1,251** players below 10 years

▶ **1,526** girls below 13 years

▶ **2,665** girls from 13 years and older

▶ **23** girls with disabilities in the leagues

▶ **118** leagues

▶ **390** teams

▶ **2,089** league matches

▶ **3** annual tournaments with 2,879 players, 105 teams and 152 matches

▶ **46** league fields

▶ **221** girls coaches trained

▶ **77** referees trained

▶ **48** Trainers of trainers trained, 32 sessions carried out

▶ **184** field representatives trained, 841 sessions carried out

▶ **72** first aiders trained

▶ **9** leadership sessions to 48 TOT's

▶ MTG winner of the East Africa Cup in the under 16 competition.

▶ Salama Ali chosen as the best player under 16 player of the East Africa Cup.

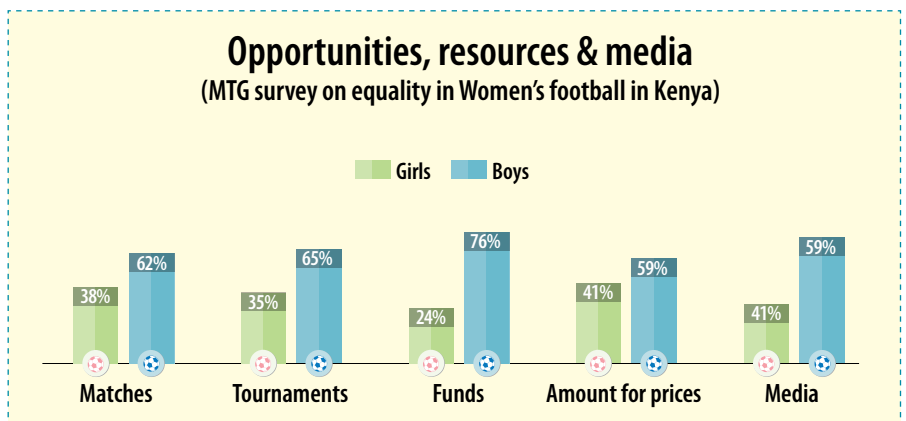
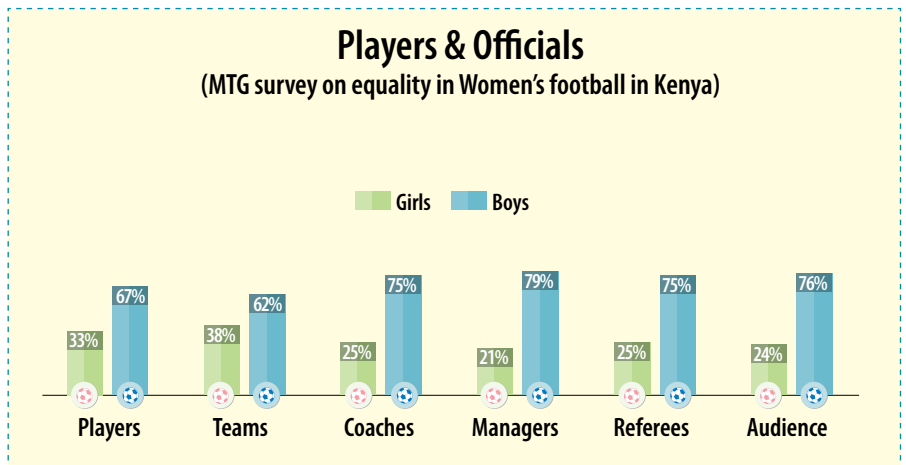
▶ MTG United Open Age team winner of the MTG Tournament for club teams in the Open Age category.



## Survey on inequality in women's football in Kenya

During the FIFA Women's World Cup, when the eyes of the world focused on women's football, Moving the Goalposts carried out a survey on inequality in football positions either as administrators or players in Kenya. The respondents to the survey were 34 schools/academic institutions, 26 football clubs in Kilifi and 10 sport for development organisations in Kenya. The aim was to understand the position of women's football in Kenya compared to the situation of women's football globally and boys/men's football at grass root level.

The survey showed that there are opportunities for girls to play football and for girls/women to become football officials. Kenya scores at girls' participation at the grass root level much better than the world average. However, there is a discrepancy between the number of girls playing football and the available resources and the media coverage compared to boys and men in Kenya.



### The facts:

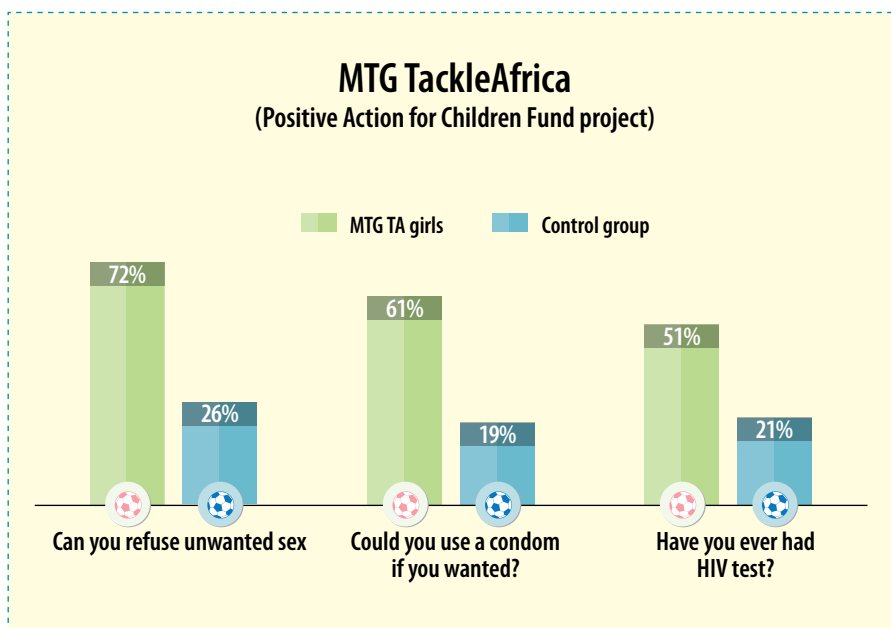
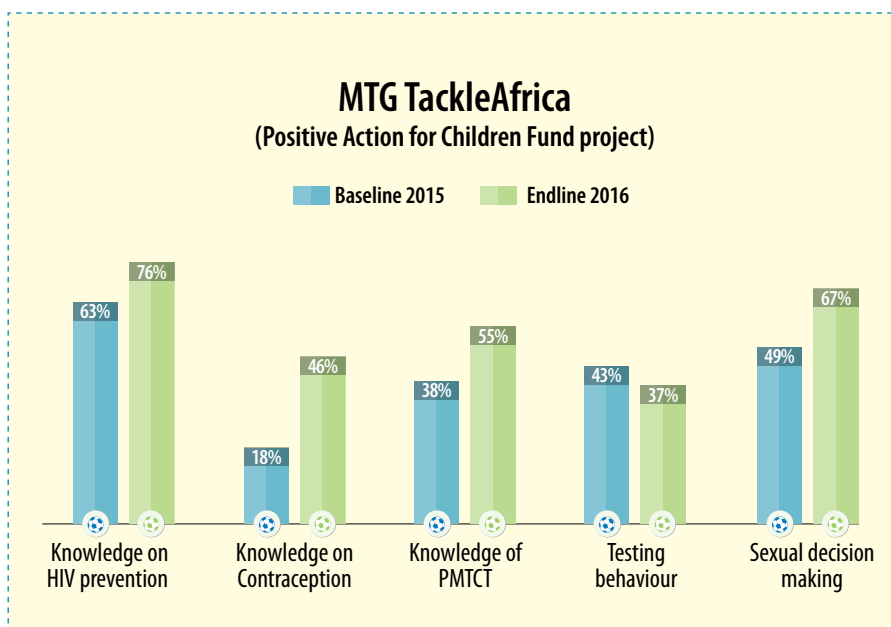
- Girls are one third of the Kenyan football population (compared to 8.8% globally).
- 25% of the Kenyan coaches and referees are female (compared to 7% globally for coaches and 10% for referees).
- Girls, among the responding clubs/organizations play relatively more matches and tournaments compared to boys.
- 23.6% of the resources are available for girls in grass roots football compared to boys (and compared to 4% at national level).
- At grass roots level, girls get only 25% of the media coverage (although they have relatively more opportunities to play).

Immediately after the publication of the results of the survey, Mwanaspoti, the Kenyan sport paper, wrote an article about the survey and an editorial about unequal treatment of successful female sport persons. International sport for development websites, donors, the Kenya Sport for Development Partnership and the East African Women Sport network also highlighted the report on their platforms.

Although only 70 respondents answered the questions, which are not all the clubs and schools in Kilifi County and only a small percentage of the sport for development organisations in Kenya, the respondents represented 23.939 football players. If, we multiply this number by the 47 Kenyan Counties, it means that more than 1.1 million young people are playing football. These are players outside the mainstream management of professional football in Kenya.

### More statistics

In 2015 MTG started a programme using football drills aimed at increasing knowledge and understanding on prevention of mother to child HIV trans-



mission with support from the Tackle Africa and Positive Action for Children Fund. A year later the following results were shown:

- Girls who participate in the programme had an increased knowledge on HIV prevention, contraception and prevention of mother-to-child transmission (PMTCT).
- Girls who participate in the pro-

gramme show an increased sense of control to exercise their right to make sexual decisions. The difference is even more significant when compared to the girls in the control group.

- There is a slight reduction in the number of girls in the programme who have been tested in the past twelve months. This needs to be investigated further. 🌍



## Highlight in 2015

### Winners: the MTG Under 16 and open age team

2015 was a successful year for the MTG United teams led by Clarice Mrengi and assistant coaches. The MTG United under 16 team won the East Africa Cup, a youth sport, education and cultural event for boys and girls aged 11-16 years that is held annually in Moshi, Tanzania. In 2012, the team reached the finals of the annual event, but lost. This year, MTG's selection of players younger than 16 won the final after a tough match and a thrilling penalty shoot-out against Buguruni Youth from Tanzania. Salma Ali and Lilian Nyongo brought the Cup to Kilifi with their perfectly taken penalties. With thanks also to keeper Zainab Mwalimu for her expert goalkeeping. Salama Ali, who scored five goals during the East Africa Cup, received the prize for the best player in the girls under 16 age category.



The MTG United Open Age team won the MTG Tournament for club teams in the Open Age category. MTG played in the final against St. John's Secondary School and the winner of the MTG tournament in 2013 and 2014. The final was a thriller that however ended goalless. MTG goalie Sarah Kitsao, earlier in the semi-final stopped the 15th penalty from Olympic High

School and thus brought MTG to the final and did it again in the final. In the penalty shootout she stopped Mercy Akinyi's penalty after which MTG United's Amina Randu scored the winning goals. It was the first time that MTG United won the title in the MTG tournament taking over the title from 2013 and 2014 winner St. John's Secondary School. ⚽

## Achieved in 2015

### MTG's Mbeyu Esse Akida in Harambee Starlets

Mbeyu Akida was one of the first girls to join Moving the Goalposts in 2002. In 2015, Mbeyu became a pillar of the Kenya National Women's team: Harambee Starlets.

'In 2015, I played the four home and away matches against Botswana and South Africa, qualifiers for the Rio 2016 Olympics in Brazil. Unfortunately South Africa knocked us out of the competition. It is a great feeling to be part of the national team. It is a chance that many would wish to secure. I can say I am privileged. MTG has helped me to get this far. As a player, MTG has fed me with life skills through the life skills and leadership trainings. The trainings have helped me to face the usual daily challenges. Playing football in MTG has developed my football skills and has given me directions in my growth as football player. Through the Pathways programme (that MTG ran from 2012 – 2014), MTG has helped me in paying part of my school fees.

I have always aspired to be a professional player. I want to be named the best in what I do. If it was not in football then in entrepreneurship which I now pursue in University.

I would like to advise my comrade MTG girls to work hard in everything they do in their lives. It is not easy to make it. Not in football and not in education. But I have learned, hard work pays always.' ⚽





## Impact in 2015

### Team work in Tackle Africa

MTG's activities are led by peer leaders. Peris Jilani, a twelve year old player from Vuga league field, Kaloleni was trained as a TackleAfrica level 1 coach. When her colleague coach was transferred to another school, Peris had the sole responsibility of leading the TackleAfrica programme in her field. She suggested in a players meeting that the field had to select another coach. The players elected Elizabeth Luvuno Kithi, another twelve year old girl. Peris trained Elizabeth in the TackleAfrica drills before the residential training so that she was well prepared for participation in the training.

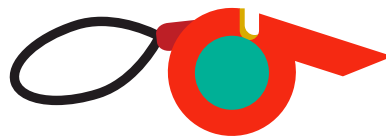
### It starts with playing football

Everything in MTG starts with playing football. Salama, Saro player at Petanguo field and peer leader in MTG, finished secondary school in 2014. In 2015, she applied for a position as divisional volunteer in Ganze. After the selection and training, Salama stood in for the divisional coordinator Ganze. In this role she earned allowances. She used the allowance to start up a business of selling potatoes. She saved



the profit and after three months, she enrolled herself in a computer college. Salama was also selected to be a referee during the East Africa Cup: 'When I was selected to participate in the East Africa

Cup, I was happy and I felt that I was important person. The trip to Moshi has made me gain more confidence. I have learnt different skills, learned different cultures and I have shared experience with people from other East African countries. I have officiated eight matches, including a semi-final. It was great chance for me as a person.'



### Football scholarships

'I had no hope of joining secondary school because my dad told me that he could not take two children to secondary school. My brother was his priority. I was so disappointed! I used to cry in my bed. I really thank my coach and MTG for making efforts for me to join Waa girls. I got a scholarship and I am now doing well in school. I have promised myself to work hard to achieve my goals.' Rahel Amos, Mnarani field.

shows: "When I went home after the divisional capacity building day, some kids climbed a mango tree looking for mangos. One of them, an eleven year old girl fell from the tree and started crying. I ran to see what happened. Soon I realized that she had an open fracture in her hand. I could see her bone. Her mother asked me to help her. I ran to the field leader's home, two hundred meters from our home, and picked the first aid materials. I applied the dressing and a triangular bandage for support I referred her to the Kilifi county hospital. Everything went well and the girl's mother thought it a good idea to register her daughter in the MTG program next year". 🏆



### Resource persons

MTG first aiders are a resource in their community as Everline Mdzomba, player and first aider at Tsagwa field

# ➔ The winners in 2015



1. MTG United Under 16 Team – Winner, East Africa Tournament Cup Under 16 Category
2. MTG United - Winner MTG Open Age
3. Maryango - Winner MTG Primary School Tournament
4. St. John's - Winner MTG Secondary school tournament
5. Ground shakers, winner of the International Day of Sport for Development and Peace Day
6. Mombasa Olympic, winner, MTG Tournament under 16 years
7. Tunaweza, Kwale under 10 winners
8. Kaloleni Ladies, Kaloleni open age winners
9. Commandos, Kaloleni under 13 winners

Because of the El Nino rains, not all divisional MTG Champions League finals could be played. The winners are shown in the table:

Division	Open age	Under 13	Under 10
Kwale	Simbas	Elephant B	Tunaweza
Kaloleni	Kaloleni Ladies	Commagndos	Rabai Junior
Bahari	Evergreen	Radius Star	Nyoka Stars





# MTG & her girls

## Strategic goal 2

To enable girls to obtain an increased sense of self, realize their leadership potential; develop a growing awareness of their rights and ability to realize those rights both for themselves and others



▶ **12** trainers of trainers trained

▶ **30** quiz and debates held with 1741 participants (among them 370 boys)

▶ **96** active peer educators

▶ **63** new peer educators trained and 18 'refreshed'

▶ **14** new school health club leaders trained

▶ **90** sessions in 15 schools with 148 boys and 306 girls

▶ **596** sessions with 6,072 participants

▶ **56** sessions in tournaments with 1938 participants

▶ **12** active counsellors doing 107 one of one and 144 group sessions to 994 MTG girls and 607 community members

▶ **20** video shows with 2,486 viewers (among them 628 boys)

▶ **20** new Youth Peer Providers trained and 10 'refreshed'

▶ **1,999** counselling sessions by YPP's reaching 1,620 MTG girls and 4,936 community members

▶ Distribution of 50,236 condoms, 7,146 pills, 191 female condoms, 82 e-pills

▶ **13** VCT events with 259 clients

▶ **116** parents reached with health talks during Tumanyanes

▶ **3** parents training on SRHR with 40 participants

▶ **14** girls facilitating in conferences/ workshops



# The MTG Youth Friendly Corner



Since 2012 MTG has been supporting health services in Kilifi County to create a youth friendly environment for young people to access sexual reproductive health services and to increase access to contraceptives. In 2015, MTG opened its own Youth Corner at MTG's headquarters in Mnarani. The Youth Corner serves as a meeting point for youth from Kilifi. Available services are information on sexual reproductive health, counselling and provision of contraceptives. The Youth Corner is also where the Youth Peer Providers obtain contraceptives that are distributed to young people in MTG's working area.

The MTG Youth Friendly Corner was built with support from Planned Parenthood Federation of America (PPFA) and Beyond Sport. It was officially

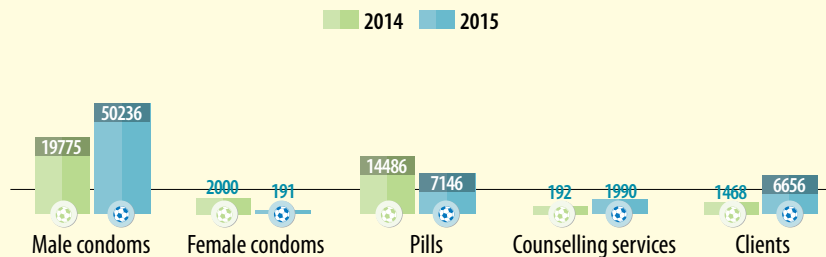
launched during the finals of the MTG Secondary School Tournament in March. The opening was carried out by Dr Bilal Mazoya, the County Director of Health, Kilifi County.

### Cervical Cancer Screening

Cervical cancer affects many women in developing countries. In Kenya it is the most common form of cancer while

only 5% of the women go for a Pap Smear test. To create awareness and make the test easily accessible, Moving the Goalposts organized a free Cervical Cancer Screening in collaboration with Amani Health centre and Mnarani Dispensary. Thirty clients were screened for cervical cancer while eighteen clients visited the HIV testing and counselling services. 🌱

## Counselling and Contraceptive Distribution



### Impact in 2015 Supporting girls during adolescence

A player from Mdzongoloni league field: 'When I became an adolescent, I felt like I was in control of the world. I never listened to anyone, including my parents. I gave priority to how I looked and ignored my studies. My performance dropped and I started wondering what was happening to me. I had also started skipping the

MTG peer education sessions. Until the players in my field told me about what they had learnt during the topic of the month: 'Adolescence'. I came back to join the sessions and started understanding what had happened to me. I can now help other girls who have the same problem as I had.'

### Girls knowing their Rights

A player from Biyubu league fields: 'One day, I heard that there was a boy

in my village who wanted to marry me. He talked to my father and elder brothers. I was not informed about the discussion but when I got the news, I talked to my brothers and told them that, as an MTG girl, I know my rights. I have the right to continue with my education and to marry whom and when I want to marry. I am too young and want to continue my education to a higher level. My father and brothers agreed.' 🌱





co and Spain – Korea Republic with 25,561 others in the Lansdowne stadium in Ottawa.

### Menstrual Cup Pilot Project

One out of three MTG girls misses school and/or MTG football matches because of lack of protection during menstruation. MTG started a pilot project with Mandu Reid, Programme and Fund Manager for the Mayor of London's Sports Legacy Fund, City Hall – London to explore the use of menstrual cups among girls in the programme. The menstrual cup, also known as Ruby Cup is a flexible, bell shaped, silicone gadget. Ruby cups are hygienic, eco friendly and are reusable for ten years. Ten MTG staff members have volunteered to pilot the project. An MTG staff member: 'I had to get used to the menstrual cup but now I really like it. It protects me for up to 12 hours, you only need a little bit of water to clean it and of course I save a lot of money every month'. After a second pilot phase it will become clear whether the menstrual cup will be a sustainable solution for girls and young women's worries during their menstruation. 🌱

### Highlight in 2015

#### MTG presents at the Girl Power in Play symposium

The Health Coordinator, Lydia Kasiwa represented MTG as a speaker during the Girl Power in Play symposium at Ottawa Canada organized by Women Deliver, UNICEF, Right to Play and One Goal. The Symposium that was held during the FIFA Women's World Cup Canada 2015 aimed at showing the critical role sport programs can play in improving girls' and women's health and rights and

the positive ripple effect they have on communities. Lydia presented a session on Sports – Education outside the Classroom: Peer-to-Peer Mentorship with panelists from ICRW and Coaches across Continents. Using her personal story on how she became a leader and a mentor she created interest in the MTG model among the audience.

All MTG staff envied Lydia when she watched the matches FIFA Women's World Cup matches France – Mexi-

### Achieved in 2015

#### Marion's desire to reach out to young people

Marion Kahindi is the assistant health coordinator in charge of the peer education programme in the league fields. The programme incorporates interactive games, video shows and quiz and debate competitions to pass reproductive health information to the youth. Her desire to reach out to young people has inspired her to work with the youth not only in the MTG program but also in the community. Other church members got inspired by Marion and started a project to empower the youth in her church. Marion was appointed the Secretary General of the project. Marion

shared her experiences in a blog that was posted on the MTG website.

Marion also made a video, using the digital story telling method, about the work of the MTG health department. The clip helps the department to introduce their work during presentations and it has been posted on You Tube. Marion: 'I am interested in talking to young people about sexual reproductive health. That's why I took the initiative to also reach out to youth in the community. I felt so happy to read and watch my articles and videos on the MTG website, on face book and You Tube. I am working towards reaching out to more young people because I believe that knowledge is power.'

You can watch Marion's video about the MTG health programme on <http://urlm.in/ybbh> 🌱





# Economic Empowerment Programme



▶ **545** girls completed primary school, 11 completed secondary school

▶ **27** girls went back to school

▶ **70** girls received an MTG leadership award: 68 stayed in school, 1 went back to school, 1 started a business

▶ **13** goal setting meetings for out of school girls with 83 participants

▶ **13** girls completed vocational training

▶ **21** girls got employed, 31 started business and were self employed

▶ **16** girls trained in computer skills, communication and public speaking

▶ **12** girls trained in using light machines

▶ **16** girls trained in communication and public speaking

▶ **16** girls trained in report writing

▶ **92** girls trained in business skills and financial literacy

▶ **15** active savings groups

▶ **464** savings meetings held



## New in 2015

### **Economic Empowerment Trainer of Trainers**

MTG has a leadership pyramid that starts with girls being captains of their team ultimately leading to girls and young women being trainers of trainers in MTG in various leadership roles. New in 2016 was the inclusion of savings group Trainers of Trainers in the programme. The TOTs train savings group representatives in the MTG league fields. The MTG savings groups consist of MTG out of school girls. The ten session curriculum contains topics such as savings, the operation of savings group, group dynamics, introduction in micro finance institutions etc. Six trainers of trainers trained 18 savings groups reaching out to 92 group members.



### **Impact stories**

#### ***I managed to get a loan from a financial institution***

Mercyann exited the MTG program at the end of 2014, when she reached MTG's age limit of 25 years. 'I do not regret to leave MTG because I have achieved my goal of completing high school, an opportunity that my parents didn't give me. MTG did. I hope to secure a job now with my Kenya Certificate of Secondary Education,



and the MTG leadership certificates. When I was in MTG, I encouraged other MTG out of school girls in my field to join the saving group in order to save for their future, to start their own businesses and to enable them to access loans from their savings groups. I started a business in making cookies in 2013. Through the MTG savings programme and entrepreneurial trainings in MTG, I learnt about other sources of financial support. I approached the Kenya Women Finance Trust for a loan to buy a cookies machine and a charcoal oven. From the profit of my business I bought plastic chairs for hire. My children are no longer sent home for school fees. I also bought a solar lamp so that my children can study comfortably and healthy at home in the evening. I also built our own semi-permanent house. Through the business I no longer depend financially on my husband', says Mercyann.

#### ***I overcame the stigma of teen motherhood***

Zawadi Katana: 'At first I used to be very shy. I could not discuss that I felt stigmatized when I first got pregnant at an early age. MTG helped me to believe that I could make it. I joined as a player and was trained as a coach, peer educator, field leader, Youth Peer Provider

and in economic empowerment topics. I confronted the people who were not supporting me in my efforts to focus on a better life. I now own a shop. I sell clothes and have also some other projects running. My life has become better.'

Bernadette Mapenzi: It is the whole MTG programme that has helped me. Football makes me feel balanced. I'm a defender and in this position I feel strong and fit. Football has a unifying and uniting side. You get close to your team players. The peer education programme has made me more confident. I have more knowledge about my own body. It is my dream to become a lecturer. The Pathways programme (that MTG ran between 2012 – 2014) has been my first step to make my dream become true. Although it is a long way from an Early Childhood Development Education diploma to a degree, I am confident about my future. The savings group in Kadzuyuni, in which I am the secretary, now helps me to pay my college expenses, because I save some of my money and access a loan if needed. Without the savings group I would never have the money that I need at the time that I needed it'.



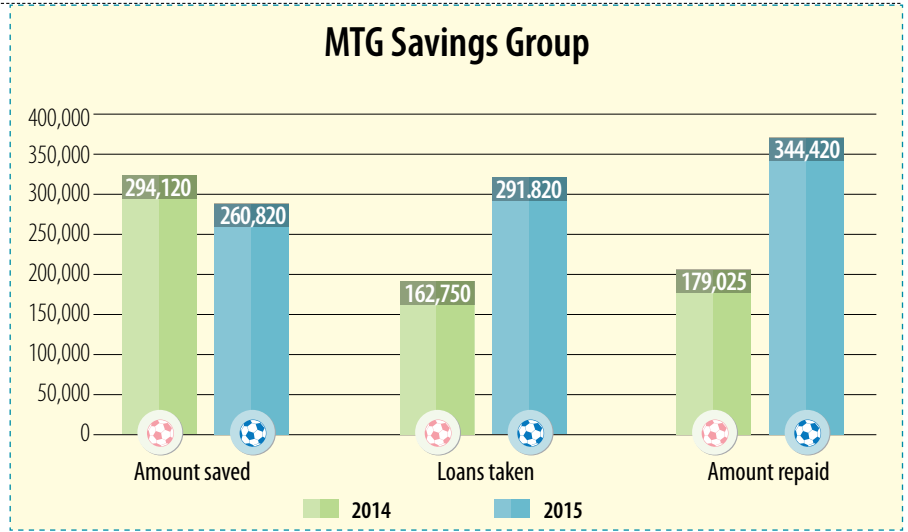
## Statistics

### MTG savings groups are becoming more vibrant

Although the amount of money that has been saved is lower. The statistics show a vibrancy in the groups, where more money is going round among the members. Loans have been taken to make investment, to pay school fees or to cater for emergencies. 🌱



## MTG Savings Group



## Highlight of 2015

### Winning the Enterprise Facility Award:

The highlight in 2015 of the MTG economic empowerment programme was being awarded with the International Labour Organization and YEF

Africa Youth Enterprise Facility award for MTG's outstanding contribution towards the YEF Africa programme. MTG ran the 'Nielimishe Nijisaidie' project in 2014. Nineteen young MTG women participated in a community apprenticeship programme where

they worked with and learned from successful business people in Kilifi and Kwale Counties. Read more on [http://www.mtgk.org/sites/default/files/MTG%20Nielimishe%20Nijisaidie%20project\\_2015.pdf](http://www.mtgk.org/sites/default/files/MTG%20Nielimishe%20Nijisaidie%20project_2015.pdf)



## Achieved in 2015

### Economic empowerment in Malaba and Thika

In 2014 and 2015, MTG hosted two trainings of the Sustainable Livelihoods group of the Kenya Sport for Development Partnership (KSDP) in Kilifi. The MTG Economic Empowerment

department has facilitated sessions to the partners, organisations that are using sport for development approaches. As a result:

- Women who are engaged in the Gesao Foundation's activities are selling locally made soap at the Malaba border, the entrance to Uganda. With

thanks to MTG girls for facilitating the session to members of the Gesao Foundation and other KSDP partners.

- Football players in Angaza (Thika) and Girls Unlimited! (Nairobi) have started their savings groups. With thanks to MTG girls who shared how saving in MTG has changed their lives with the members of Angaza and Girls Unlimited! and other KSDP partners.

Watch the slideshows of the 2015 workshop on <http://bit.ly/1n4i3o6> and <http://bit.ly/1QaEdzx>



Moving the Goalposts has entered into a Memorandum of Understanding with Junior Achievement, a non-profit youth organization that inspires and prepares young people to succeed in a global economy. The partnership between Junior Achievement and MTG aims to support youth interventions and innovations through business economic education mentorship programmes focussing on entrepreneurship and financial literacy. MTG out of school players in the age 18 – 24 years will be targeted with this programme. 🌱



## MTG & its communities

### Strategic goal 3

To engage community stakeholders and enable them play a supportive role in championing girls' rights, with a focus on sexual and reproductive rights, health and choice.



▶ **44** field leaders trained

▶ **564** active field committee members

▶ **92** field committee members trained

▶ **38** community services held with 1476 girls

▶ **34** Tumanyanes with 3327 community members

▶ **350** parents attending parents meetings

▶ **392** stakeholders attending stakeholders meetings

▶ **1036** girls in players meetings

▶ **1** training for Boda Boda operators with 95 motorbike drivers

▶ **128** fathers and 60 mothers during Father's day celebration



## New in 2016

### Training motorbike tax operators

MTG engages actively with parents and stakeholders in the community. In order to help them to play the supportive role in championing girls' rights, that we want them to play, we organize several forums. In 2014 MTG started to celebrate Father's Day. In 2015, 128 fathers and 60 mothers joined the celebrations and discussed several issues among them gender based violence and safety of girls in their communities.

In recent years, motorcycle taxis have become a major stakeholder in the Kenyan communities. They are usually young men, know what is going in the community. They are the brothers, fathers and neighbours of the MTG



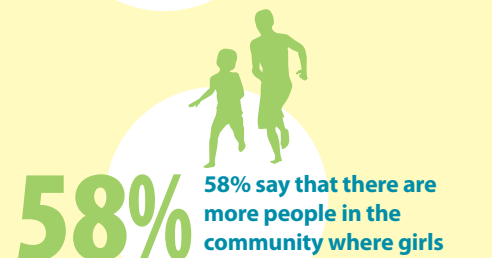
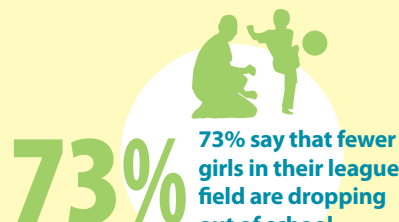
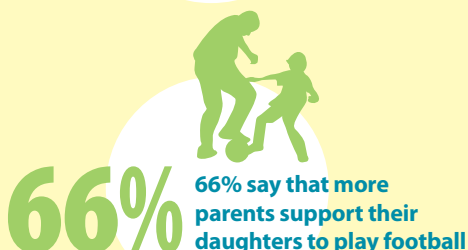
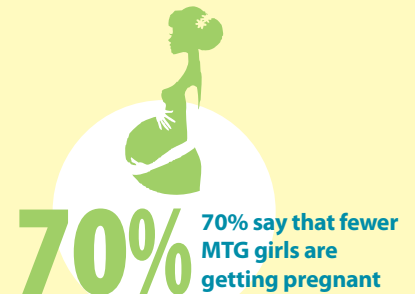
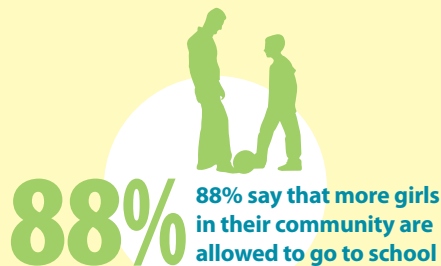
girls. The young men can either pose a risk for the girls but can also play a role in safeguarding girls and children. To help them contribute to making communities safer places for girls and young women, MTG organized its first forum with the 'boda boda' drivers. 92 motor bike drivers attended a training

in Vitengeni that was co-facilitated by Mr. Teddy Mwambire, Deputy Speaker of the Kilifi County Assembly & Sokoke Ward, Ganze Constituency County Representative at County Council of Kilifi and County Representative at Vitengeni Ward, Ganze Constituency in Kilifi County and Kesho Kenya. 🏆

## Statistics

### MTG girls' views on change in their communities

MTG Perception Questionnaire 2015



### Highlight 2015

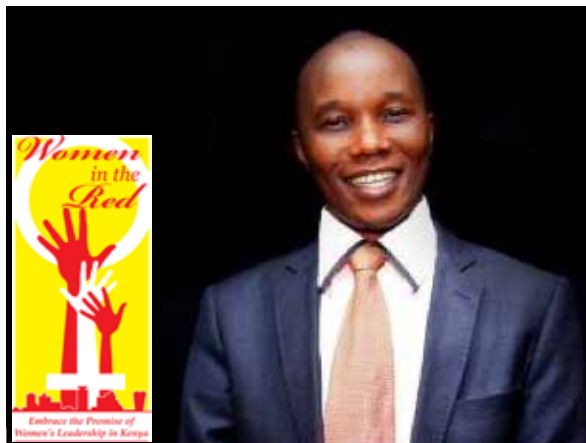
#### MTG's nominated Male Champion Teddy Mwambire

MTG is one of the implementing partners of Women and Girls Lead Global campaign 'Women in the Red' that uses movies to promote women's leadership.

In August 2015, Women and Girls Lead Kenya launched the Women in the Red Leadership Awards, putting out a call for nominations to partners in 27 counties across the country. Selected from over 70 nominations, MTG delivered three finalists: the 14-year-old peer

educator and reproductive health advocate Serah Mwikali Mulwa, Fatuma Kahindi, the first female auto mechanic in Kilifi and Mr. Teddy Mwambire, Deputy Speaker of the Kilifi County Assembly & Sokoke Ward, Ganze Constituency County Representative at County

Council of Kilifi and County Representative at Vitengeni Ward, Ganze Constituency in Kilifi County. After a one day leaderships training and a moving speech by chief guest Martha Karua, the sole female presidential candidate in Kenya's 2013 elections, the winners were announced. MTG is happy and proud to have nominated the winner of the Male Champion for Women in Leadership Mr. Terry Mwambire! 🌍



**Teddy Mwambire**

*"I believe as men we should safeguard the need to understand women and girls. The world will be a better place."*

### Impact in 2015

#### **Saving for their daughter's education**

Esther Baya, Divisional Coordinator Bamba: 'An issue I addressed was the plans that parents who have daughters in class seven and eight have to enable the girls to transit to secondary school. I know that parents depend on MTG. They hope that their daughter will win a leadership award that helps them to cater for part of girls' school fees. But not all girls can win an award and we don't give direct support to girls to stay in school. Parents shared their plans such as burning charcoal, selling fire wood or participate in the merry-go-round to get money. The session was very helpful and parents who had not thought about it identified opportunities that they could pursue. One of the mothers said. 'This information has really helped me because I was not thinking about saving for my daughter yet she really performs above average. This means that there are high chances of her joining secondary school next year. The session has opened up my mind.'

#### **Supporting MTG's peer education sessions**

The MTG health department reported that they have seen change in how teachers perceive issues of sexual reproductive health and rights and the use of contraceptives, despite the

ongoing debate in Kenya against condom demonstration in schools. Before the start of MTG's in-school peer education programme, teachers and head teachers are invited to discuss the programme that aims at providing students with information on sexual reproductive health. A teacher: 'It is safer for the students to protect themselves from pregnancy and infections by allowing the condom demonstration sessions to be conducted to the students in this school rather than hop-

ing and assuming that the students practice abstinence. Yet, we all see that there are so many cases of early pregnancy and unsafe abortions reported.'

#### **After the Father Day's celebrations in 2014**

Two fathers who had participated in the Father's Day celebration that MTG organised in 2014, shared in 2015 during the decentralized Father's Day celebration how the event has impacted on them.



James Nzai, father of Naomi James, Mirihini. 'I have started having discussions with my daughters. Before I left it to their mother. I now talk with the girls about adolescence, peer pressure and their behaviour instead of beating them to correct them. I have taken the step to convince other parents that both parents need to take responsibilities for their sons as well as their daughters.'

Jackson Kazungu, father of Hannah Chengo, Mwezamoyo: 'I used to feel that the girl child was a burden. I did not consider taking care of my daughters because they will get married and go to other families. Through the information from MTG, I realized that I was discriminating my daughters. I have now also started sensitizing other parents about giving equal opportunities to boys and girls.'

And a mother reported that the cases of pregnancy in the school/area have reduced. Before the MTG programme started, the school used to receive eight cases of pregnancy per year. Now there are fewer cases and usually those girls have not participated in the MTG programme.



## Achieved in 2015

### ***Nominated to vie for position in FKF***

Harriet Dama Charo is MTG's Divisional Coordinator in Kaloleni where she works with the MTG players, parents and other stakeholders to implement MTG's programme in ten MTG league/community football fields. Boys football teams in the communities noticed that Harriet is a real advocate for women's football in their area and nominated her to vie for the Women's representative position during the 2015 Football Kenya Federation elections in Kaloleni Sub Branch. Harriet's nomination is a recognition from MTG's position in the community and Harriet's commitment and professionalism as an individual.

Harriet's work in MTG's communities limited her to campaign in the areas where the teams had nominated her and who knew her well. During the elections Harriet lost with one vote 23/24.





# MTG & its partners

## Strategic goal 4

To develop and manage strategic alliances around the promotion of change in policy and practice on issues affecting girls in Kilifi



Participation in local, national and international networks, conferences and workshops

Participation in International Learning Set on Safeguarding Children in Sport

Participation in the international Community of Practice Gender

Identification of partners

Referral girls to partners

Donor visits

Co-organizing International Days and organizing the International Day of Sport for Development and Peace in Kilifi County

Hosting the Women Win Young Leaders workshop

MTG chairperson of the Kenya Sport for Development Partnership (KSDP) and chairperson of the KSDP Sustainable Livelihoods group

## New in MTG

### **Interacting with friends and partners**

BBB is a health club for women in the Netherlands. It has six gyms where women can exercise in a friendly environment by professional instructors who give personal attention and instructions. BBB and MTG were brought together by one of MTG's donors Women Win. In 2014, BBB donated the profit of their summer programme to MTG as contribution to the East Africa Festival. In 2015, the relationship moved to another level when MTG staff member and volunteers started interacting with MTG's girls and young women through Skype calls. The Dutch and Kenyan women shared thoughts about the importance of sport in their lives and what it means to be a Trainer of Trainees. Later in



the year, BBB and MTG continued the conversations using video so that more MTG girls could be involved. You can watch the movies on You Tube: <http://bit.ly/1peP2aM>

and <http://bit.ly/1oOfuZ6>. A video was also exchanged with the female football players from SteDoCo football academy in the Netherlands. 🌍



## Impact in 2015

### **MTG in British Council steering committee**

In 2014, MTG entered a partnership with the British Council to implement trainings under the Premier Skills programme. In 2015, this partnership continued when MTG was consulted during the design phase of the Coach Handbook for Addressing Violence Against Women and Girls Through Football produced by the British Council. MTG Executive Director Rachel Muthoga became part of the Steering Committee.

## Highlight in 2015

### **International football stars visit MTG**

Johan Neeskens, former Dutch national team player, and Daniel Amokachi, former player of the Nigerian national team, visited Moving the Goalposts during the launch of the Philips 'Community Light Center' in Paziani primary school, Bamba. Paziani was selected as the beneficiary of the second solar-powered LED lit football field in Kilifi County in the 'Lighting Up Communities through Football' project.

The 'Lighting Up Communities through Football' project is a three project in which Philips and KNVB (Royal Dutch Football Association) work together to bring light to work, to

study and to play to 90 communities in South Africa, Mozambique, Tanzania, Kenya, Ghana, Nigeria, Morocco, Tunisia and Egypt. Philips provides the solar-powered LED-lights units, including masts. After handing over the lights, the community of Paziani now manages and maintains the 'Community Light Center'.

The official launch of the 'Paziani Community Center' was at sunset when the solar-powered lights were turned on. Earlier the day there was a football tournament for boys and girls, a coaching demonstration of KNVB trained World Coaches and a demonstration match between the World Coaches with Daniel Amakochi as star midfielder and Johan Neeskens as coach. 🏆



## Achieved in 2015

### **Recognition for MTG when Ford Foundation opens MTG's headquarter in Kilifi**

Ford Foundation, one of MTG's long-standing donors, visited MTG with seventy of their grantees during the Annual Convening for Learning, Innovation and Social Change in Natural Assets. MTG hosted a morning session in MTG's headquarter in which the Ford Foundation grantees got the opportunity to get to know MTG. During this session, Martin Abregu, Vice President Democracy Rights and Justice of the Ford Foundation officially opened the MTG office that





has been built with support from Ford Foundation. During his opening speech, Mr. Abregu argued that when organizations stand for

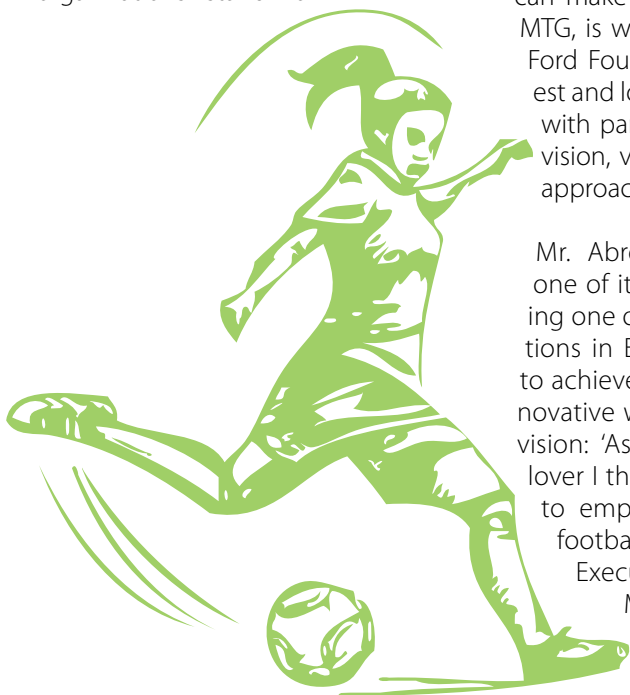
equality and justice they have to include women. 'As Ford Foundation we are interested in opportunities that can make a change. Here, today at MTG, is where we find this change. Ford Foundation cares about honest and loyal organizations. It works with partner who share the same vision, values and uses innovative approaches.'

Mr. Abregu mentioned MTG as one of its key partners, representing one of those resilient organizations in East Africa that are trying to achieve their objectives in an innovative way with a slight different vision: 'As an Argentinian football lover I think there is no better way to empower girls than through football. I am inspired by MTG's Executive Director Rachel Muthoga's remark that MTG tries different approaches. I'm looking

forward to see what MTG will be trying next!'

MTG founder and board member Sarah Forde narrated how the first MTG proposal to Ford Foundation apparently stood out when the cover page mentioned the word 'Menstruation'. It took one inspired Ford Foundation staff member in 2004 to start what would become a long-term partnership between Ford Foundation and MTG. Sarah expressed MTG's thanks to Ford Foundation for the support that they are giving MTG. Being a grantee from Ford Foundation has given MTG enormous credibility among stakeholders and donors.

In the afternoon, the Ford Foundation staff members, Ford Foundation grantees and MTG staff played the MTG Ford Foundation League, a football tournament that illustrated the use of football for development. 🏆





# MTG & its Stories

## Strategic goal 5

Effective and compelling communications to highlight issues affecting girls in Kilifi in particular in relation to sexual and reproductive rights, health and choices as well as MTG's unique contribution to realizing those rights.



▶ **17** girls writing 39 articles for 10 Tunaweza's, 5000 copies, 20.000 readers

▶ **92** Most Significant Change Stories written

▶ **15** digital stories watched by 1410 people

▶ **19** You Tube movies, 660 viewers

▶ **37** parents interviewed

▶ **2727** girls participating in surveys

▶ **36** data collectors trained

▶ **24.002** unique visitors on website, 49.971 visits

▶ **388** face book updates, 1353 followers

▶ **105** tweets, 83 times mentioned, 604 followers



## New in 2015

### Measuring Community Impact

With support from Women Win, under the Building Young Women's Leadership Through Sport Project funded by DFID, MTG got an opportunity to measure the impact of the MTG programme as seen by the parents.

Parents have seen that their daughters have become:

- more physically fit
- focus more on their study, perform better in school and have clearer ideas about their future/career.
- more confident in expressing their ideas towards peers, family and friends because of their involvement in MTG activities.

One of the mothers says: *'There are many changes that my daughter has*

*undergone since she joined MTG and I'm very happy about the programme. Nowadays she is able to express herself confidently without any fear. This has led her to be appointed as a prefect in school.'*

Parents also observe:

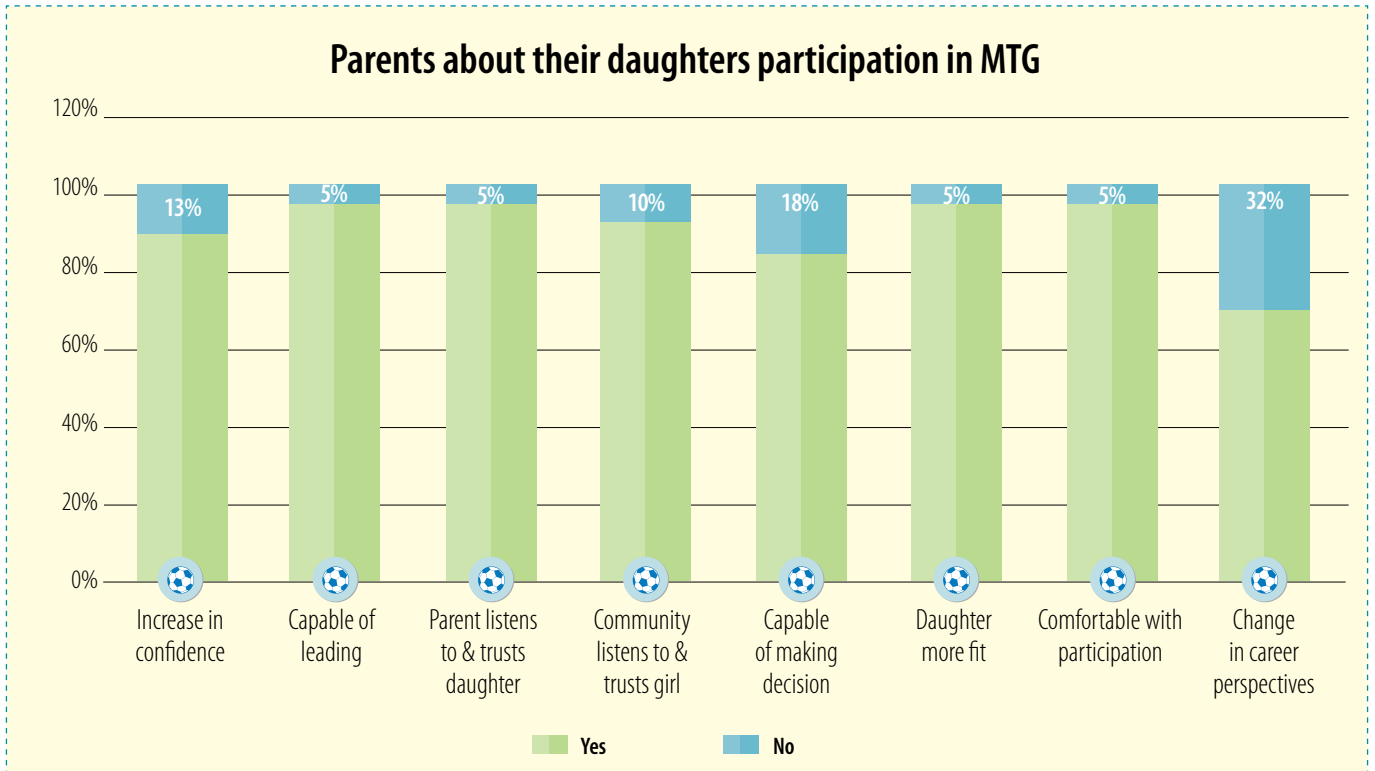
- Improved decision-making skills in issues on education, career and relationships with boys.
- Better in planning for household chores and farming activities
- Their daughters being leaders in their families, church and being role models for other girls.

As one of the mother's says: *'My daughter used to attend night functions (funerals, weddings) until late. I had given up hope that my daughter would change but since she got*

*involved in MTG, things started to change. She has been transformed into a girl that everybody in the community admires compared to before she joined the programme. She has learnt so much through MTG trainings on issues as HIV/AIDS, early pregnancies and women's rights. She has become responsible and is capable of making her own decisions about her life.'*

Parents have seen positive changes in the knowledge, attitudes and behaviour of their daughters since they have joined MTG. The survey also shows that playing football has changed the status of girls in their families and communities. Parents say that their attitude about the rights and abilities of daughters has changed because of MTG.

## Statistics



One of the fathers: *'The change that I have seen in my daughter has changed my perception about girls. I see them now to be as important as the male child is. I would not have done what I did for my daughter if MTG had had no impact on the girls' lives. It is her involvement in the programme and the impact it has made that made my attitude towards girls change.'* 🏆

2016 when feedback from the wider sport for development community has been included.

Participating organisations in the Community of Practice Gender are

Girls on the Run NOLA (USA), Coaching for Hope (South Africa), Active Communities Network (UK, South Africa), IndoChina Starfish Foundation (Cambodia), YUWA (India) and MTG. 🏆

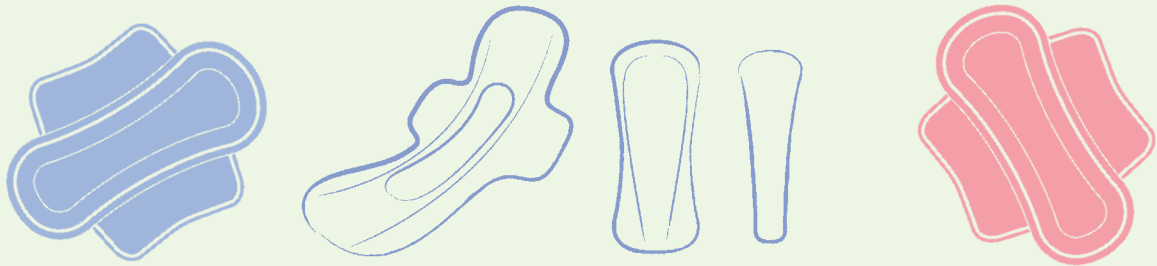
## Impact stories

### Community of Practice Gender

Moving the Goalposts participated in the Community of Practice Gender, a global community of organisations working with girls and young women in sport for development. The Community of Practice Gender is supported by the Laureus Sport for Good Foundation and streetfootballworld and facilitated by inFocus. The aim of the Community of Practice is to create a theory of change for working with girls and young women in sport for development organizations. The process has been presented in the USAID Learning Lab and will be finalized in



# MTG girls & Menstruation



**34.4%**  
of the MTG girls miss school because they lack protection during their period



**33.3%**  
of the MTG girls miss MTG activities because they are afraid to stain their clothes during their period

## Highlight in 2015

### New MTG video

The team of Horizon Sport, three young French filmers, visited Moving the Goalposts. During their three week stay in Kilifi, they got a deep understanding of the MTG programme. The results is a 3 minute comprehensive

and inclusive clip of MTG's work. You can watch the movie on <https://vimeo.com/127483450>

## Achieved in 2015

### Use of statistics in communication

In 2015, MTG has embraced the presentation of statistics to its audience

through charts (as in the annual report 2014 and this report), pictures and infographics. This has resulted in an increased feedback on MTG's achievements and communication and the use of MTG data in other organisations' platforms to illustrate the use of football as a tool to empower girls. 🏈



When they join MTG, 23% of the girls know how to prevent pregnancy. One year later it is 86%.

**23%**

When they join MTG, 23% of the girls know how to prevent pregnancy. One year later it is 86%.

**86%**





# MTG & its Growth

## Strategic goal 6

The creation of a financially sustainable organization with a structure and culture that encourages high performance and accountability, young women's leadership, sustains creativity and encourages constant learning.



▶ Training of staff in Human Resource and administrative procedures

▶ dribbling event

▶ board meetings

▶ **2** strategic planning meetings for 2016 – 2020

▶ **12** monthly staff learning meetings

▶ **4** hot topic discussions

▶ annual review and planning meetings

▶ opening of MTG building

▶ winning two awards

▶ new donors

▶ **3** new staff members



## New in 2015

### Individual fundraising

MTG has been participating in the Financial Sustainability Project facilitated by Spring Strategies. The aim of the programme is 'to enhance the financial sustainability of civil society organizations in Uganda, Tanzania and Kenya supported by Ford Foundation. One of the fundraising pillars that MTG aimed to strengthen was the fundraising from individuals. Two new and exciting individual fundraisers were carried out in 2015.

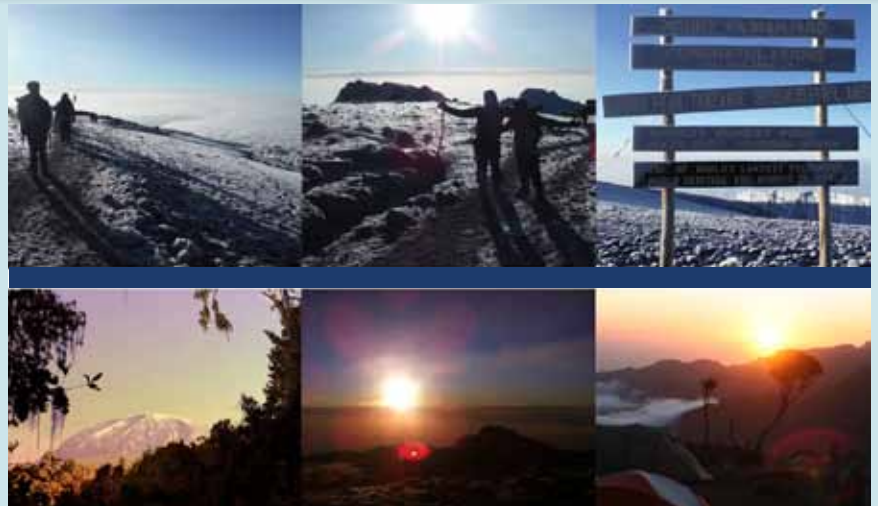
### Dribbling event

The MTG Dribbling Event, a 'dribbling a ball through Kilifi town run' by 30 MTG girls, volunteers, staff members and friends of MTG (thanks to the boys in Mnarani) was MTG's fundraiser to mobilize resources from the local and global community. The target amount of 300,000 shilling was reached through the efforts of Given Gain and local activists who used their networks to enable the MTG United under 16 team to participate in the East Africa Cup in Moshi, Tanzania.



### Climbing Mount Kilimanjaro

Paul Thomas climbed Mount Kilimanjaro, Tanzania, to raise funds to refurbish MTG's stadium.



### Kilifi Gold Triathlon

In 2015, MTG participated in the Kilifi Gold Triathlon, a charity sporting event that supports community based projects in Kilifi. In 2016, MTG will be the beneficiary of the Kilifi Gold Triathlon. The event will be held on 24th September, 2016.



## Impact stories

### MTG in lists

#### Top 40

MTG Executive Director Rachel Muthoga was chosen by Business Daily, a Kenya newspaper, in the 'Top 40 under 40', a list of most influential women in Kenya below 40 years old.

Rachel was also mentioned in a blog as 'one of the candidates with the right stuff to replace Sepp Blatter in the FIFA' according to Geg Naughton, blogger. She was mentioned together with Jurgen Griesbeck (streetfootballworld), Steve and Pete Fleming (Kick for Life), Mel Young (Homeless World Cup) and Anne Bunde-Birouste (Football United) <http://naughtonmedia.co.uk/fifa-what-happens-now-six-people-with-the-right-stuff-to-replace-blatter/>

#### Top 50

MTG founder and chairperson of the MTG board Sarah Forde was mentioned in the Beyond Sport Inspirational 50, powered by Barclays. The Inspirational 50 is a 'compilation of people who, through the use of sport, have pushed boundaries, inspired generations and who have directed change to make the world a better place'.

Others on the list include Nelson Mandela, Michelle Obama, Desmond Tutu, Shimon Peres, Kofi Annan, Mohammed Ali and David Beckham as well as sport for development leaders Jurgen Griesbeck (streetfootballworld), Scotty Lee (Spirit of Soccer), Fatuma Adan (HODI) and Mel Young (Homeless World Cup).

Find the list on <http://beyondsport.org/media/3339/bys-inspirational-50-powered-by-barclays.pdf>

## Achieved in 2015

### MTG winning the Beyond Sport UNICEF Safeguarding Children in Sport Award

After winning the Beyond Sport Health Award in 2013, Moving the Goalposts on the Beyond Sport UNICEF Safeguarding Children in Sport Award in 2015. The award was presented on October 21 to MTG Executive Director Rachel Muthoga during a ceremony at the Beyond Sport Summit in London. MTG was shortlisted for the Beyond Sport UNICEF Safeguarding Children in Sport Award with Caribbean Sport and Development Agency (CSDA), Trinidad & Tobago and Coaches Across Continents, USA.

The Beyond Sport Awards promote, support and reward the best projects across the globe that are using sport for positive social change. MTG received the award for 'the incredible work they achieve using football to support, empower and educate girls and young women'.

In 2015, a dedicated Child Protection Officer was employed in Moving the Goalpost.



## MTG from 2011 to 2015, the story of a strategic plan

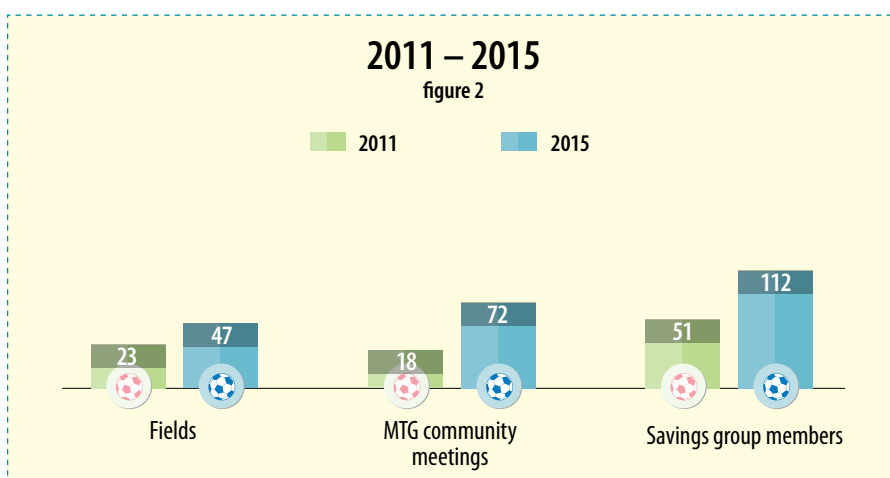
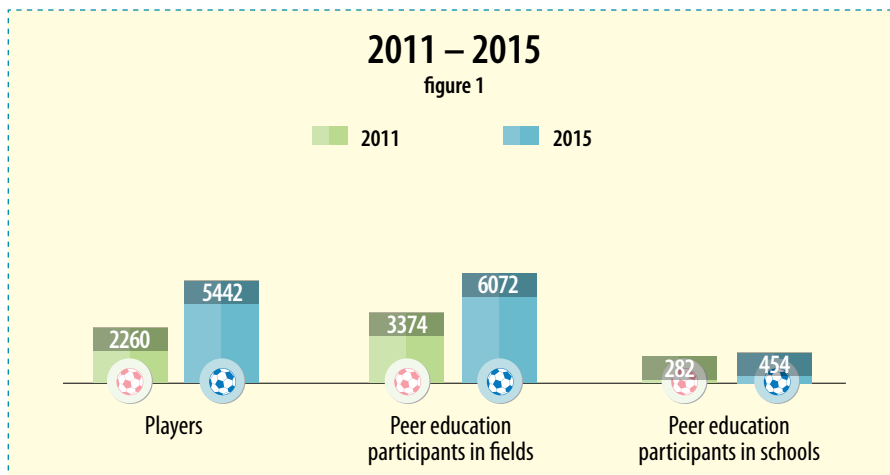
This annual report 2015 describes the last year of MTG's strategic plan 2015. The annual reports have described MTG's activities per year and have indicated where MTG has made an impact on the lives of girls. But at the end of MTG's strategic plan 2011- 2015 it is time to look back where MTG was in 2011 and where it is now. With thanks to Winnie Guchu.

In the evaluation of the 2011 – 2015 some of MTG's achievements in this period were mentioned as:

- Girls have taken up leadership roles in the counties and are employed in MTG
- More girls have played football at international level
- Reduced 'age cheating' in MTG
- Implementation of a standard health curriculum that could be measured
- Started the distribution of contraceptives and youth friend services in MTG and its communities
- More and better economic empowerment interventions
- Increased participation and collaborating with government officials and stakeholders in the communities and international networks
- Implementation of pilot programmes with new target groups e.g. fathers, motor bike taxi drivers and boys and sexual reproductive health sessions to parents
- Increased visibility of MTG and increased capacity to measure outcomes
- MTG has strengthened its governance structure and financial operations

Some of the most significant lessons learnt in MTG in the period 2011 – 2015 were:

- In order to move girls' leadership to the next level and have national code of conducts on child protection and 'age cheating' in sport, football leagues for women at national level are essential.
- Interventions need to be continued and increased to convince commu-



nity members about the importance of sexual reproductive health education and contraceptive distribution.

- For all girls to benefit from the health curriculum the duration of the programme should be as long as the minimum participation of the programme (one year instead of two).
- Religious leaders need to be included at all stages of projects
- In order to influence policies there is a need to decide on core issues related to strategic objectives and guided by an advocacy strategy.
- The quality of data collection of youth led community projects is the weakest link in M& E and needs continuous capacity building in order to be useful for an organization.
- Growth means that more operational activities take place and more funds are needed to ensure high performance. 🌱



### What MTG girls, community members and other stakeholders say

#### **About MTG's impact**

MTG girls, community members and other stakeholders were included in the review. They have seen MTG's impact in the fact that MTG has build girls'

football skills and that it has identified talented girls. They value that girls are being trained as leaders and therefore are being able to manage their own league fields. They recognize that MTG girls are role models in their communities. MTG girls stand out in the community because they are empowered, organized and disciplined. They recognize that girls' knowledge on sexual reproductive health, rights and services has increased and that girls' confidence has been build. They applaud MTG for providing safe spaces for girls where they can express themselves. Girls are made aware of their rights and they know where to go when their rights are violated. With its work, MTG has enhanced mechanisms of reporting sexual violence.

Respondents are aware of MTG's



role in encouraging girls to apply for scholarships and that it provides educational support through the MTG award scheme. Some of the respondents were able to give examples of MTG girls who are now financially independent. Through skills acquired, young women have started and are growing their businesses. It has been observed that parents who have en-

gaged with MTG are able to talk with their children about sexual reproductive health.

**About MTG's way to go**

To conclude, MTG girls, community members and other stakeholders provided MTG with the following advice to include in the strategic plan 2016 -2020:

- Work with the County Government

- Expand the geographical area
- Integrate boys in the programm
- Provide more opportunities for girls to receive scholarships
- Work on a stronger inclusion of marginalized girls and continued support for 'older' young women
- Improved financial incentives for girls and community members participating in the programme. 🌱



# MTG's partners and supporters

In 2015 MTG was supported by:

Laureus Sport for Good Foundation, Football for Hope, DFID (through Women Win), Planned Parenthood Federation of America, Adidas, Football for Water, Stichting Wanawa, Segal Foundation, Ford Foundation, PACF (through Tackle Africa), streetfootballworld, Women in the Red (supported by USAID and Ford Foundation), AWDF, Ford Foundation, PACF (through Tackle Africa), BBB Health club, Women in the Red (, Kenya Sports for Development Network members (supported by International Sports Alliance), the streetfootballworld network global and in the East Africa region, Departments and Ministries of the Government of Kenya, corporate and individual national and international well-wishers, the MTG girls, their parents, families communities, schools and other stakeholders.



AFRICAN WOMEN'S DEVELOPMENT FUND



FORD FOUNDATION

Supported by USAID and Ford Foundation



# Get involved with MTG



## DONATIONS

### Given Gain

You can give your donations through [www.mtgk.givengain.com](http://www.mtgk.givengain.com) or contact MTG through +254 722 823834 or [info@mtgk.org](mailto:info@mtgk.org). You can become an MTG activist and organize your own fundraising event for MTG. Contact us for more information or check <http://www.givengain.com/learn/activists/>

## BECOME A FRIEND OF MTG



### Platinum friend

Platinum friends donate 25.000 KES (€ 250,-) per year and recruit one new friend of MTG – life time MTG friend. You will receive the MTG E-newsletter and other publications, invitations for MTG events, 50% discount on annual gala dinner when bringing 1 other guest, you will be mentioned in publications and get a free advertisement in a newsletter



### Gold friend

Gold friends donate 15.000 KES (€ 150,-) per year and recruit one new friend of MTG. You will receive the MTG E-newsletter and other publications, an invitation for MTG events and 25% discount on annual gala dinner when bringing 1 other guest



### Silver friend

Silver friends donate 5.000/= (€ 50,-) per year and recruit one new friend of MTG. You will receive the MTG E-newsletter and invitations for MTG events



### Bronze friend

Bronze friends donate 1.000/= (€ 10,-) per year. You will receive the MTG E-newsletter

For more information please contact us at:



## Moving The Goalposts

- P.O. Box 605-80108 Kilifi, Kenya • Tel: + 254 722 823834 • Email: [info@mtgk.org](mailto:info@mtgk.org)
- Website: <http://mtgk.org>

Join the #MTGKilifi conversation



[www.facebook.com/MTGKilifi](http://www.facebook.com/MTGKilifi)



[www.twitter.com/MTGKilifi](http://www.twitter.com/MTGKilifi)



[www.youtube.com/MTGKilifi](http://www.youtube.com/MTGKilifi)

You can find MTG signposted along the Mombasa – Malindi highway in Mnarani