

MOVING THE GOALPOSTS

ANNUAL
REPORT



2016







Table of **CONTENT**

Message from Board Chair	04
Note from the Director	05
About MTG	06
Our Highlights	07
Our Achievements	13
Success Stories	17
2016 Surveys	19
Financial Report	20
Our Partners	22

MESSAGE FROM BOARD CHAIR

2016 saw the board play a critical role in the development of the new strategic plan 2016-2020 for Moving The Goalposts.

We were involved throughout and process and are delighted to see the ambition in the plan. Key highlights include plans for the geographic expansion of MTG to other coastal counties (Mombasa, Taita Taveta and Tana River), taking advantage of devolution in Kenya, to take MTG to more girls in the region. The plan also gives space for the growth of the Young Men as Equal Partners (YMEP) programme, involving men and boys in championing the rights of girls and women.

Football, of course, remains our core activity for girls and young women and continues to highlight our focus on inequality, and the need to ensure girls access opportunities to fulfil their potential. A number of board members took to the sea, their bikes and/or put on their running shoes to take part in the Kilifi Triathlon, which raised 1 million shillings for MTG. It was great to be a part of the event and to see so many people in Kilifi coming together to have fun, swim, bike and run, to raise funds for MTG.

I would like to thank all the board members for their commitment to MTG in 2016, they have been a great team to work with. They all give their time, ideas and expertise to the organisation in meetings and whenever called upon by the Executive Director. Thanks to Dr. Sam Thenya, Chief Executive Officer (CEO), Nairobi Women's Hospital, Dr. Nduku Kilonzo, (Executive Director) National AIDS Control Council, Rachael Ongalo, Head of Information Technology, Kemri-Wellcome Trust, Kilifi, Mwanase Ahmed, Manager, The Creek Club at Kivukoni, Dr. Nicholas Odongo, Pwani University



NOTE FROM THE DIRECTOR

2016 was an amazing year for Moving The Goalposts (MTG), it was the year that we started to implement the 2016 - 2020 strategic plan. This meant that a number of changes needed to be made as we realigned programmes to meet the new objectives we had set.

Key amongst the changes were the development and implementation of a new organogram, which saw a number of programmes realigned to fit under two large umbrellas, Leadership Development and Training, Advocacy and Empowerment. This created a strong middle management to strengthen the programme oversight role in the organisation. Further, a number of new positions were firmly entrenched in the organogram to undertake roles that developed over time including the Child Protection Officer, The Young Men as Equal Partners Officer, Fundraising officer among others.

As we implemented, we were also interrogating our programming and seeking ways to make it better. One study, undertaken with the support of Adidas found that one of the main reasons why girls come to MTG is to have fun! We may be implementing programmes with objectives based on heavy issues such as human rights and access to education, but we should not forget that children have a



right to play and greatly value that right. This will certainly remain front and center as we continue our work.

2016 was also one of the most physically active years in MTG. This was because MTG was selected to be the recipients of the Kilifi Gold Triathlon. MTG Board, staff, family and friends geared up to participate in the tournament which raised a record amount of over Ksh. 1,000,000. We swam, ran and cycled and really enjoyed the support of the local community. The best part was the opportunity for team bonding and development.

The crown of 2016 was certainly MTG winning the Laureus Sport for Good Award. For our organization to be recognized among other legendary sporting greats was a great honor. For Mariam Samini and myself who attended the Awards ceremony, it was a lifetime experience, meeting people like Luis Figo, Lewis Hamilton, and our very own David Rudisha. The award enabled the organisation reach new heights and is a testament to our achievement within sports for development and the empowerment of women.

ABOUT MTG

Moving The Goalposts (MTG), founded in 2002 by Sarah Forde, is a sports for development community based organization that uses football as an entry point to reach out to girls and young women with reproductive health and rights education, life skills and economic empowerment initiatives.



“I started MTG because we had a vision to bring girls together to play football in order to address problems they faced such as high dropout rate from school, early marriages and early pregnancies.” ~Sarah Forde, Founder

At MTG, girls and young women aged between 9-25 years old become leaders by organizing and running league activities and peer education programs on reproductive health, women's rights and economic empowerment.

MTG operates in the coastal counties of Kilifi and Kwale where over 60% of the population currently live below the poverty line with high illiteracy levels. Girls and young women in these counties face many challenges; alarming school dropout rate due to transactional sex, early pregnancies and early marriages. MTG brings together girls and young women to play football, organize their own activities, become leaders and discuss issues that affect them.



Organization Structure and Governance

MTG is governed by a board of directors who serve on voluntary three-year term headed by a board chair. In 2016, the board was headed by Sarah Forde. The board provide oversight on financial management and programming through the Executive Director who is also an ex-official member of the board. The board is also keen on strategic direction, financial planning, resource mobilization and advice on partnerships. The Executive Director oversees MTG programming and day to day operations. The Executive Director reports to the board on a quarterly basis. The management structure includes Administration and Finance Manager, Program Manager who both report to the Executive Director; Program Coordinators, Team Leaders, Program officers, Divisional Assistants and support staff. The Coordinators report to the Program Manager, Team Leaders report to the Coordinators and Program Officers and Divisional Assistants report to the Team Leaders.

OUR HIGHLIGHTS

MTG's Esse Mbeyu Akida Crowned Kilifi Heroine



Esse Mbeyu Akida, an MTG girl, was recognized by the County Government of Kilifi during the Mashujaa day celebrations at Karisa Maitha stadium in Kilifi as one of the top heroines in the County. Esse plays for the Harambee Starlets, national team and has represented Kenya in national and international women football leagues and tournaments. She was among the six players who joined Moving The Goalposts in 2002 when she was only eight years old. Since then she has been an active player who has represented the organization in various tournaments within and outside Kilifi and Kwale Counties including the Kenya premier league that MTG participated in during the year 2014. Esse managed to secure a scholarship from MTG's Pathways Project in 2014 to join Kenya

Methodist University (KEMU) and is currently pursuing a degree in entrepreneurship. Due to her outstanding football skills, Mbeyu scooped the top scorer award during 2016 COTIF women football tournament in Valencia, Spain where she scored a total of five (5) goals in four (4) matches during the tournament. Moving The Goalposts is very proud of Esse Akida as a role model to other girls in Kilifi County.



Laureus Sport for Good Award

Moving The Goalposts won the Laureus Sports for Good Award for its work in using football to empower girls and young women in rural Kilifi and Kwale counties.

The award was announced by athletics champion David Rudisha and handed over by football legend Luis Figo in Berlin Germany.



Speaking after receiving the prestigious Laureus statuette, Rachel Muthoga, MTG Executive Director hinted that MTG uses football as a tool to make leaders out of young girls with the trust that by giving them life skills and opportunities to practice leadership within the programme, they will become successful future leaders. Rachel travelled to Berlin with Mariam Samini, one of the outstanding MTG players who is currently studying at Waa Girls High School in Kwale County on football scholarship. Mariam was able to speak to the Laureus Academy members about her experience and the role football and MTG have played in her life

◀ Rachel after receiving the Laureus award



“We use football as a tool, but it’s not the be all and end all of why we are doing what we are doing. We are trying to make leaders out of young girls and we believe that by giving them life skills and opportunities to practice leadership within the programme, that’s what will make them successful future leaders.”

Rachel Muthoga Executive Director MTG

MTG Strategic Plan 2016- 2020

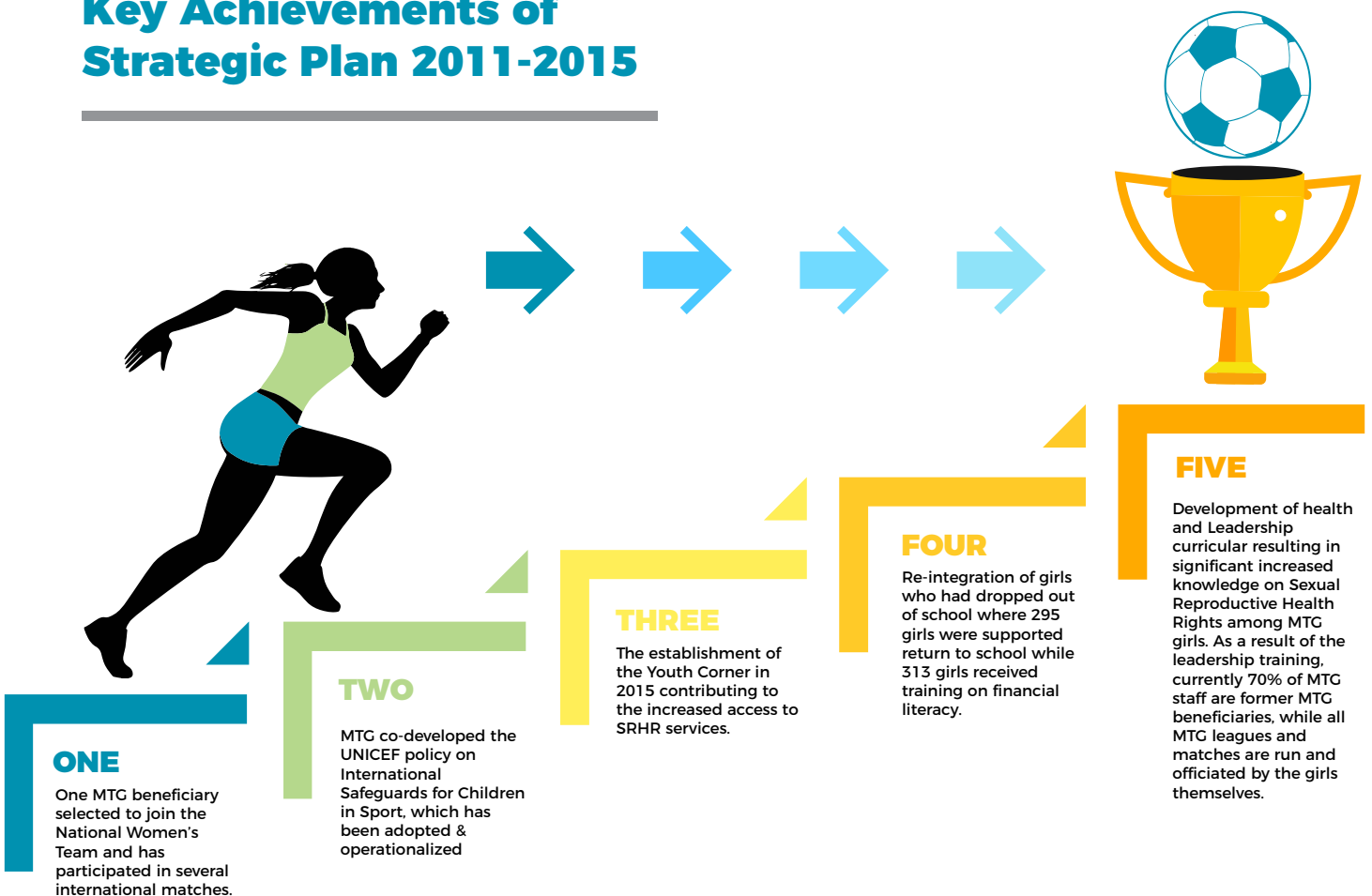
Dissemination workshop for strategic plan



Moving The Goalposts launched new strategic plan 2016- 2020 in April 2016 at Mnanarani Club in Kilifi County. Stakeholders from both government and non-governmental sectors attended the workshop. These included local and international NGOs, CBOs, government departments and Pwani University College. During the workshop, a presentation of previous strategic plan 2011-2015 was made

highlighting key achievements, lessons learnt and outlining MTGs path for the next five years. Key in the new plan was the expansion to other coastal counties (Mombasa, Taiata Taveta, Tana River and Lamu), introduction of Advocacy and Young Men as Equal Partners (YMEP) in MTGs programming.

Key Achievements of Strategic Plan 2011-2015



MTG at Beyond Sports Summit 2016

Moving The Goalposts was represented at the coveted Beyond Sports Summit 2016 to share child safeguarding best practices. Health Education Coordinator represented MTG in the Beyond Sport Summit, organized by Beyond Sport in London in October. The event brought together influencers, innovators from sports, business, government and sports for development organizations all over the world to discuss how sports can address social issues and trigger positive change.

The Summit was a three days event creating an avenue for interactive sessions, motivating talks, sharing of success stories, networking and award celebrations all centered around the theme of innovation. The coordinator while making a presentation about the experiences in implementing child safeguarding through sports highlighted the challenges and successes

in child safeguarding. She used the opportunity to highlight MTG's child safeguarding work as a best case study to a group of organizations that are working with children and vulnerable groups through sports. MTG was the only organization present during the summit that implemented the recommendations of child safeguarding. The Coordinator was humbled when she was amongst guests requested to award 2016 winners during the summit after her presentation. She presented the sport for inclusion award which recognizes projects using sports to address issues of social, ethnics, physical, economic and gender exclusion. MTG was the recipient of the beyond sport child safeguarding award in 2015.

Lydia in UK

“It was humbling to present the award before an audience of over 200 people who were in attendance from across the world.”

-Health Education Coordinator



Bringing Literacy Close to Communities

KGT event



Our dream of having a mobile library came true after the much anticipated Kilifi Gold Triathlon event was held at Mnarani Club, Kilifi in September 2016. The event helped raise Kshs 1,000,000 million, proceeds that were channeled towards MTG mobile library. The mobile library project brings books and other resources close to the girls and the community at large aimed at bridging the literacy gap. The

Kilifi Gold Triathlon is an annual sprint triathlon that has been running since 2003 on the shore of the Indian Ocean with the sole purpose to bring competitors from far and wide together to raise money for a chosen local charity. MTG would like to say a special thank you to all who participated.



MTG Under 16 Team Wins the Fair Play Award for the East Africa Cup Tournament

Girls in the MTG united under 16 team made MTG proud again in 2016 by winning the coveted fair play award. Pendo Kaingu a player from Mnarani league field was awarded the top scorer of the year after she scored nine goals during the East Africa Cup tournament. The tournament brought together teams from Tanzania, Kenya, Uganda, Rwanda and many other visitors worldwide. It was an amazing and adventurous experience for the MTG under 16

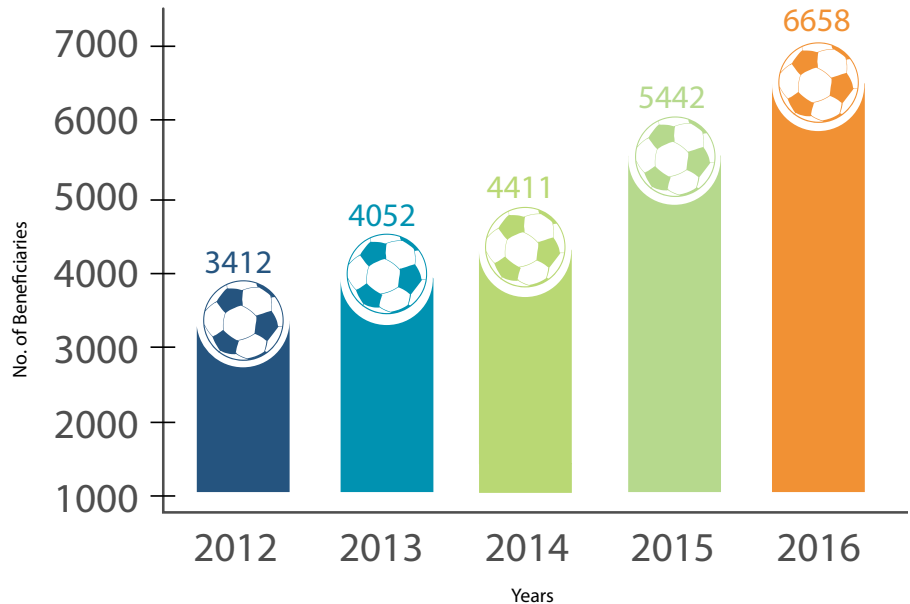
and under 13 football players who travelled to Moshi Tanzania for the tournament. The girls had an opportunity to see wild animals from Tsavo West National Park as they travelled along the Taita Taveta road which borders the park on their way to Moshi. They also interacted and made friends with other players from other countries while in Tanzania.



OUR ACHIEVEMENTS

League Registration 2016

2016 saw remarkable increase in beneficiaries registered to participate in MTG league activities. 6,658 girls were registered to participate in MTG programs up from 5442 registered the previous year. This was achieved through joint efforts led by Community Liaison team and staff members who employed different strategies such as door to door visits, players meeting, outreaches to parents during their meetings, community forums such as Tumanyanes and Chiefs Baraza's to reach out to the girls.



6,658 girls were registered to participate in MTG league activities

MTG Leadership Trainings

MTG leadership model is coined around the understanding that as we mold girls to become leaders, we instill in them relationship building skills such as respect, trust, concern for people and also making them develop key competences needed to deliver tasks such as organizing, scheduling and ensuring that work is completed. The model provides girls and young women with an opportunity to learn and take up leadership roles in the league fields. These young leaders are at the center of MTG programmes; they drive activities in the league fields and they include first aiders, football coaches, referees, safeguards, peer educators, youth peer providers. In 2016, MTG trained 260 girls through the leadership programme using the MTG leadership curriculum. The girls were able to organize league matches, conduct peer education sessions and also took bold steps to advocate for fellow girls' rights in the community.



MTG Leagues and Tournaments

MTG organize annual football leagues and tournaments in the communities and schools where girls and young women get opportunity to utilize a range of leadership skills such as coaching, refereeing, providing first aid services and conducting peer education sessions. The tournaments are categorized into Primary, Secondary Schools and Annual MTG women's

tournaments. The tournaments give girls' football teams an opportunity to participate in the football matches and also show case their talents as they access reproductive health education. The leagues are ongoing from March to late October culminating into champions league in November each year.



MTG Annual Women's Club Tournament

MTG organizes annual women's tournament which attracts teams from all over Kenya and across borders. The aim of the tournament is to improve and strengthen existing partnerships with football clubs and organizations that use sports for development. Themed around Activism Against Gender-Based Violence, the tournament provides a platform to advocate for women empowerment and an avenue for competitive football among girls and young



women. Since 2009, this tournament has brought together over 400 girls and young women across East Africa countries to learn, interact, get exposure and play football. Besides playing football girls and young women get an opportunity to learn about their reproductive health and rights. In 2016, the tournament was held in Mnarani community field bringing together five teams.

Sexual Reproductive Health and Rights

In 2016, a total of 3,240 girls were reached with sexual and reproductive health education through peer education sessions conducted in league fields. The girls were taken through a one year curricular on the following topics; adolescence, menstruation, peer pressure, STI's, violent extremism, conflict management, decision making, HIV prevention, rape and sexual abuse. A total of 989 participants were also reached with sexual reproductive health information through the in-school programme



Education and Livelihood

MTG works in rural Kilifi and Kwale counties where 80% of adolescent girls are living in absolute poverty with low school transition rate and high levels of illiteracy. This exposes these girls to early marriages, increased risk of contracting HIV/STIs and early pregnancies. MTG through the Education and Livelihood programme works towards supporting girls' and young women by promoting back to school policy. MTG ensure that girls and young women enroll in school, are retained in school, transition and successfully complete education at all levels. It provides skills for out of school girls to enable them become financially independent and stable. MTG therefore collaborates with other stakeholders in a bid to elevate the position of girls and young women in the communities through education and economic empowerment. Through these collaborations, MTG was able to assist 15 girls secure scholarship opportunities for their secondary education. Through Building Relationships to Develop Gender Equitable Societies (BRIDGES) project, 58 girls were supported to stay in school where 38 were in secondary, 11 in college and 9 vocational training. The project caters for three quarters of school fees for disenfranchised girls from primary through to College. The project also assists out of school girls into financial independence through goal setting process where the girls are assisted to identify their

career paths and supported to achieve their goals. Further, through MTG's award scheme, 54 players won the award benefiting from school levies, uniforms, bags and text books. The award scheme beneficiaries are drawn from the most active participants in MTG activities. Through the programme, 73 out of school girls and women were equipped with entrepreneurship skills aimed at improving their financial independence. 115 girls were regularly saving throughout the year while 42 girls and young women started microenterprises as a result of the programme.



Young Men as Equal Partners (YMEP)

MTG added to its programme's portfolio Young Men as Equal Partners (YMEP) programme with the aim of involving boys and men in advocating for girls and women rights and ensuring safe space for them in the community. MTG realized that boys and men are key stakeholders in the communities where girls and young women live informing the need to also engage them in advocating for girls and women's rights. MTG work with football coaches in the league fields who are trained on gender based violence and in turn train their team members in the field. YMEP also work with male parents where they are sensitized as champions for rights of girls and on gender equality and reproductive health. This has really worked well in favor of MTG to change the perception of men in the



YMEP coaches

community who previously perceived MTG as a girls and women's organization only. As a result of the programme, 100 voluntary commitments to change were made by boys, young men, male parents/guardians and coaches. These coaches made commitments to be agents of positive change in their communities, to demonstrate their willingness to champion for girls and women's rights and act as role models to the boys and young men who they coach.



“As a young person I have realized that my utterances towards women and girls around me have been a form of emotional violence. I will work towards ensuring that I am careful and sensitive with what I say to girls and women around me”
~YMEP coach after a training session.

Child Protection



MTG's child protection measures and programming improved significantly in the year 2016 after MTG won the child safeguarding award in 2015. Revisions were made to the MTG child protection policy as well as number trainings conducted to MTG staff, parents and volunteers in order to strengthen child protection incident response procedures and process. 2016 also saw the introduction of a child friendly space at MTG offices that offered a play room for children of MTG beneficiaries who visit the organization for trainings, meetings and football activities. This resulted in an increase in the level of confidence among MTG beneficiaries and participants who felt more empowered and comfortable participating in MTG activities, responding to child safeguarding incidences in the fields and the community.

SUCCESS STORIES

Doreen Sirya

Doreen Sirya, currently the Community Liaison Team Leader, is one of the young MTG staff members who joined MTG after high school in 2007 as a beneficiary. She was trained as a referee, first aid provider, youth peer provider and a counselor. MTG has provided Doreen an enabling environment to become a professional leader through these trainings and mentorship. In 2012, Doreen was motivated to enroll for a degree in community development at Mount Kenya University and completed in 2016. This noble step was in an effort to enhance and strengthen her professional skills. Doreen is a brilliant young leader who has demonstrated consistency and hard work throughout her interactions with MTG. She is passionate about working with out of school girls to help them identify and explore their potentials. Her dream is to become a professional role model advocating for young women's economic financial independence.



Fatuma Mohamed

Fatuma Mohamed, currently the Leagues Assistant at MTG joined the organization in 2003 at the age of 12 years old as a beneficiary. Since then Fatuma has demonstrated dedication and commitment rising from playing in the junior leagues to joining MTG united team. She exhibited charisma and great leadership skills enabling her to be picked as a leader at every level and carder she participated in. Her leadership journey began when she was selected as a girls' committee member at Mnarani league field in 2003. Through MTG and her extraordinary football skills, Fatuma was scouted to play for Waa girls high school where she was also sponsored to complete her secondary education. After high school, Fatuma was inspired to be a coach having had an opportunity to be trained as one. Fatuma coached the under 16 team that won the fair play award in Moshi Tanzania in 2016. As MTG coach, Fatuma had the privilege to present the Laureus Sport for Good Award to His Excellency the President of Kenya, Uhuru Kenyatta during the Maisha football league launch at state house in Nairobi.

Other than football, Fatuma had the privilege of serving her county in the National Youth Service (NYS) where again her ability to lead was



recognised. She was the female team leader and also Mashujaa Day platoon commander. Fatuma who loves playing football, travelling and meeting new people stated that her dream is to join the Kenya defense forces someday. "From the training and experience in NYS, I learnt a lot in the security industry and would love to be one of them." Fatuma Mohamed.



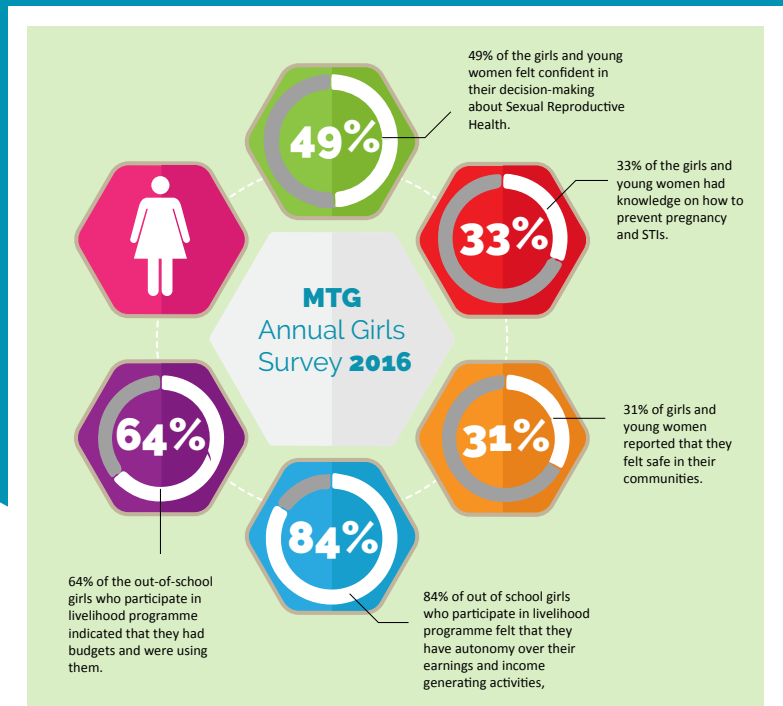
Fatuma Mohamed handing over the Laureus award to the President

"Meeting the president of Kenya is a memorable moment and one story I will live to tell"
Fatuma Mohamed

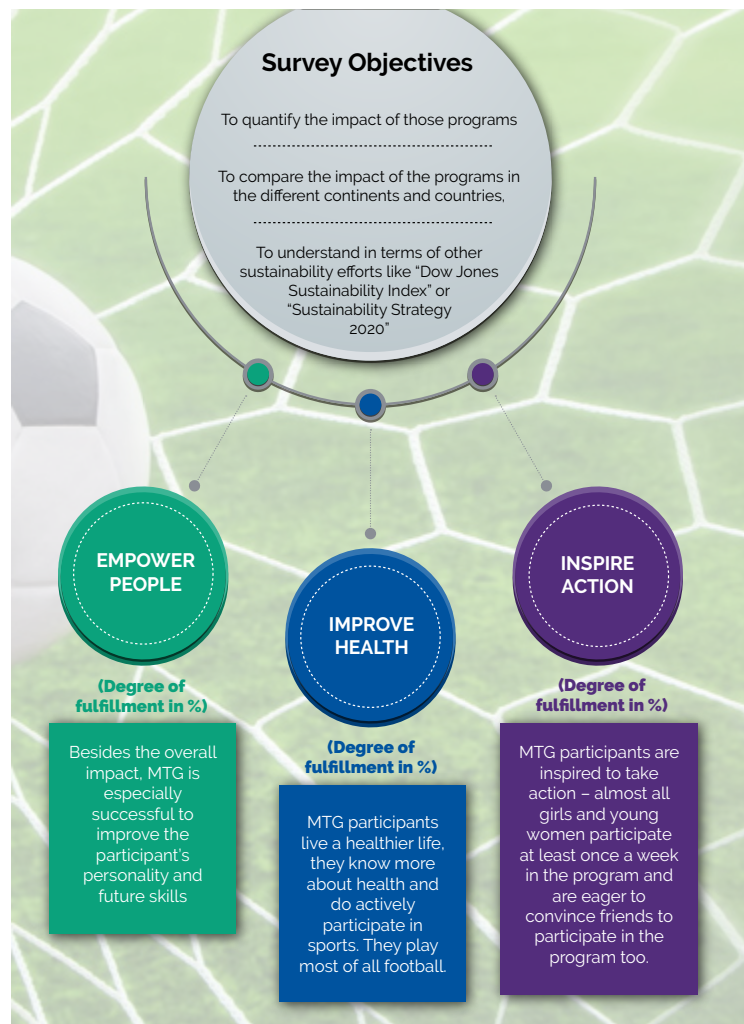


2016 SURVEYS

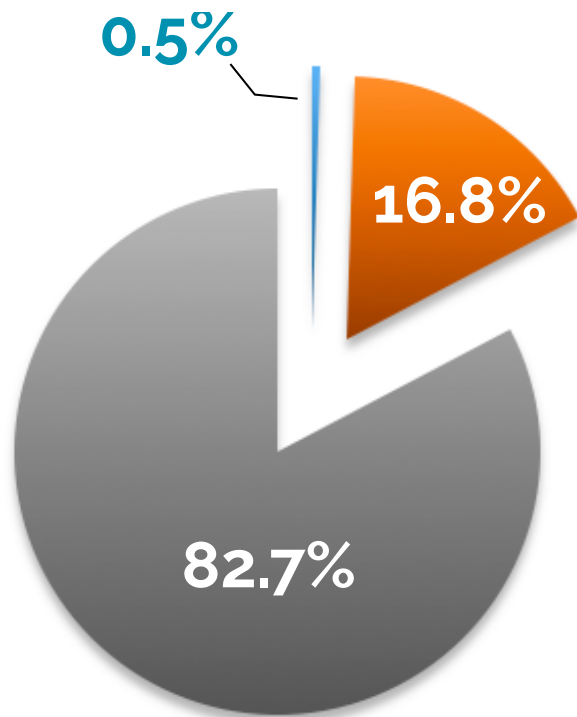
MTG Annual Girls Survey 2016



Adidas Impact Survey 2016

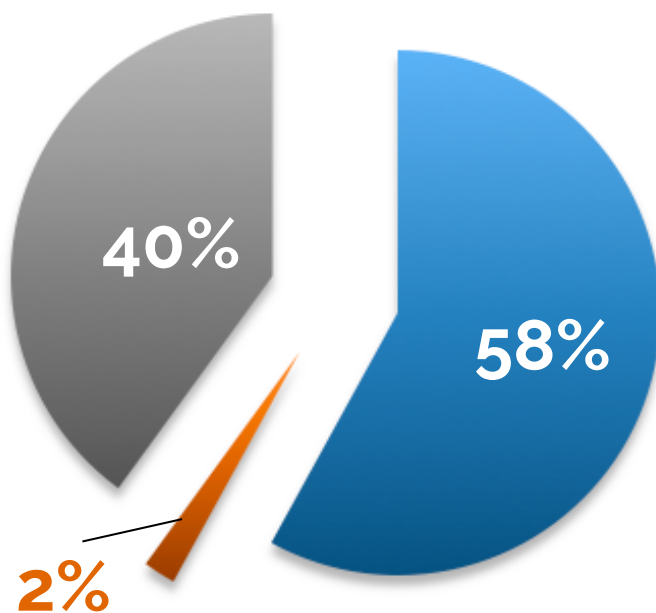


FINANCIAL REPORT



Revenue

- Individual Contributions
- Corporates
- Grants



Expenditure

- Programme Expenses
- Consultancies
- General Overheads



OUR PARTNERS

A special thanks to all our partners for your support in 2016.



Ministries and departments of the Government of Kenya, corporates and individuals, national and international well-wishers, MTG beneficiaries, parents, families, the community, schools and other stakeholders.



MOVING THE GOALPOSTS



Moving The Goalposts Kilifi
P.O. Box 605, Kilifi 80108, Kenya

- +254 722 823834
- info@mtgk.org
- www.mtgk.org
- [facebook.com/ MTGKilifi](https://facebook.com/MTGKilifi)
- [twitter.com/ MTGKilifi](https://twitter.com/MTGKilifi)
- [youtube.com/ MTGKilifi](https://youtube.com/MTGKilifi)

