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A YEAR OF RECOGNITION
MESSAGE FROM BOARD CHAIR SARAH FORDE

The year 2017 was a year of recognition and transition for Moving the Goalposts. MTG was the runner up in FIFA’s Diversity Award whilst our Executive Director, Rachel Muthoga moved on and was replaced by the Programme Manager, Dorcas Amakobe.

I was given the honour of representing MTG at the FIFA Diversity Awards Ceremony in London in November. I received the award at the Mayfair Hotel, where MTG was recognised for its work using football to build the lives of girls and young women in coastal Kenya. This was a global award and put MTG in the limelight during FIFA’s annual BEST awards, where the world’s best footballers come together to celebrate their achievements. Amongst all the pomp and ceremony, I felt very proud of everyone who has helped to develop MTG over the years. There have been so many people who have given their time, energy and resources to make MTG what it is today and I am grateful for all they have done.

I was, personally, quite sad when our Executive Director, Rachel Muthoga, told me, early in 2017 that she wanted to move on to a new challenge. However, I am very grateful for all she has put into MTG and how she stabilised and grew the organisation in her four years in Kilifi. She is now working with the Kenya Private Sector Alliance (KEPSA) and agreed to join the MTG Board when she left. She is still a passionate supporter of all MTG does and a great advocate for the organisation.

We promoted our programme manager, Dorcas Amakobe to be the new Executive Director and she has stepped into her new role with energy and enthusiasm. Dorcas brings her deep knowledge of programming and her passion for girls’ rights to the job. She is committed to overseeing the expansion of MTG further in the coast region and has taken on the job with professionalism. She is an asset to the organisation and I look forward to seeing how she leads MTG over the next few years.

Dorcas has worked really hard in her first six months to strengthen governance in the organisation. The board now has a much more effective way of meeting, discussing issues and overseeing policies and finances. It allows members to be much more engaged and helps us bring our skills and experience to the table. I would like to thank all the MTG board members for all the hard work they have put in this year and I look forward to seeing more progress in 2018.

ON A GROWTH JOURNEY
NOTE FROM EXECUTIVE DIRECTOR DORCAS AMAKOBE

I would like to thank you and welcome you to celebrate with us our 2017 achievements and to share our great lessons in the year. During the year we experienced significant milestones; transitioning of Rachel Muthoga as our Executive Director to the board, my appointment as the Executive Director and onboarding of Mourine Achieng as MTG’s program manager. Key to highlight during the year was activation of our board sub-committees which led to better governance and strategic oversight over our financial systems, resource mobilization, programs and business development, human resource and administration systems.

We recorded the highest number of girls participating in our program in 2017 - 9017 beneficiaries from 6658 in 2016. Our expansion to Mwakirunge one of Mombasa Counties informal settlement and establishment of physical offices in Mombasa and Kwale enabled us to reach out to more girls through football and made us more accessible to girls from the communities.

Once again, our work hit the global headline in the year when our girls played so well and brought the Global Goals World Cup home to Kenyan coast. The world body FIFA recognized our work which has contributed to diversity in football when they nominated us as runners up for the 2017 FIFA diversity award.

As we continued to diversify our work and scale up as a center of excellence, we brought on board two new partners; UN women and signed a memorandum of understanding with Football Kenya Federation.

I would like to thank our girls, parents, communities, donors, partners, County governments and government departments in Kilifi, Kwale and Mombasa, our global fans, friends, board members and staff for the great achievement in 2017.

My vision is to create a more solid institution with capacity to deliver high quality programs that will lead to more girls playing football, claiming their rights and occupying positions of leadership in their communities and beyond.
Moving the Goalposts (MTG) is an exceptional sport for development organization that was started in 2002 in Kilifi County. Founded by Sarah Forde, MTG uses football as an avenue to address the social obstacles girls and young women face such as early pregnancies, poor access to education, poverty and sexual and reproductive health rights and knowledge. Sarah chose to use football with the conviction that it would send a powerful message that girls have equal rights as boys in the society hence should have access to equal opportunities as boys.

“Girls should have equal opportunities in society like boys.”

MTG works with girls and young women between the ages of 9 and 25 years who register annually to participate in MTG tournaments and league activities and eventually exit at 25 years old. MTG has been successful in nurturing young leaders by modeling its operations to allow the girls take up leadership roles and run league activities in the fields. The girls receive training and leadership opportunities to organise and run football activities, peer education programs on sexual and reproductive health, women’s rights and economic empowerment.

“Learn about leadership, sexual and reproductive health, women rights and economic empowerment.”

MTG activities in place

activities starting in 2018

The year 2017 saw the appointment of new program manager; Mourine Achieng. She holds a Bachelor of Arts in Sociology & Political science (double major) from University of Nairobi (UON), Diploma in Social Work & Community Development from Regional Institute of Business Management and Certificate in Counseling from Kenya Association of Professional Counselors.

Mourine has amassed over 10 years wealth of experience in project design, planning, management and implementation at different levels and regions more so in the coast region. She has managed projects in different interventions such as in health programming, private public partnership, youth programming and her immediate former technical support in Institutional strengthening/ organizational development for Civil society organizations in coast region.

Mourine is also a seasoned trainer of trainers in SRH peer education, Life skills for both in and out of school youth, code of conduct for the protection of children against sexual abuse. She has worked for organizations such as WOFAK, SOLWODI and her immediate employer, National Organization of Peer educators (NOPE).

She was motivated to join Moving The Goalposts because it is well established in field of sports for development and most importantly in its contribution towards advocating for girls and young women’s rights through the use of football. Her passion for working with young girls and the need to mentor them formed her drive towards making relevant contributions in their lives.

With her vast experience in programming and institutional strengthening, Mourine aspires to revamp MTG’s programs to enhance efficiency, effectiveness and most of all ensure impact amongst its beneficiaries.
Our journey to New York began when the MTG United open age team was invited to participate in the Global Goals World Cup at Kampala Sports Club in Nairobi. Largely complemented by their creativity evident in their attire, the team won all the games played through to the semi-finals where they tied 0-0 against Wale Warembo FC from Kibera. MTG team proceeded to the finals against Zero Hungers Heroes having garnered the most points during semifinals and emerged winners of the tournament.

There was a bee hive of activities in the build up to New York visit in September 2017 that included friendly matches in Nairobi and within Kilifi County, radio and television interviews and several meetings with prominent people; Football Kenya Federation (FKF) chairman Mr. Nick Mwendwa being one of them. To crown it all was blessings and flagging off of the global goals team by Kilifi County Government, The Embassy of Denmark and all other stakeholders who wholeheartedly and overwhelmingly supported the team during the Global Goals World Cup.

Moving The Goalposts Annual Report
Launch of the MTG Mobile Library at Tsagwa League Field
MTG’s approach to use football is grounded on a conviction that girls have the same capacity to deliver what boys can deliver. Football is used to promote a paradigm shift in the society, conveying the powerful message of equality and thus challenging gender stereotypes in a traditionally male-dominated sport. MTG organizes annual football leagues and tournaments for girls to create a platform for them to learn to play football and to compete in matches. This builds their confidence and enables them to practice leadership skills. When participating in league field activities, they also get an opportunity to access reproductive health and rights information, financial literacy and stand to benefit from education support. Besides running annual leagues, MTG also works in partnership with primary and secondary schools to organize annual primary and secondary school tournaments. Further, MTG beneficiaries and staff also participate in tournaments organized by other partner organizations as an avenue to showcase talents and to strengthen existing partnerships.

**FOOTBALL**

**EXPANDING OUR PLAYING FIELD**

On the pitch, 2017 was a successful year for MTG, receiving the Fair Play Award in two tournaments: the “East African Cup” in Tanzania and “Uwazi Soccer Tournament” (a Kenyan tournament organized by the International Commission of Jurists). This demonstrates that MTG players and staff have knowledge on player’s code of conduct and are putting it into practice. The MTG United team further won the “Muhuri Peace Tournament” where Salama Ali, an MTG girl from Mnarani league field, received the top scorer award. In 2017, MTG also continued to organize and participate in tournaments which - apart from football - advocate topics that the organization represents, including Women Leadership and a peaceful coexistence in the communities.

Organising “Vote for Kenya Tournament” in order to mobilize Kenyans for peace.
LEADERSHIP

85% MORE LEADERS TRAINED IN 2017

MTG has modelled its leadership programme around football activities which largely happen in the fields. The girls are trained and in turn train other girls who then run the leagues and tournaments. Through the leadership programme, girls are engaged in leadership trainings such as Trainer of Trainers (T.O.T), capacity building meetings and residential training. This model provides the girls with a unique opportunity in which they learn by doing. Through football and leadership programmes, MTG has been successful in contributing towards shaping the character of the girls and young women they work with. They are more respectful, confident and able to take initiative. They are also aware of their rights and thus able to participate in and influence decisions that affect them.

WOMEN LEADERSHIP TOURNAMENT

The 9th edition MTG annual tournament was held at MTG ground in December 2017. This event commenced with a small conference themed women leadership which was held at Baobab Hotel. The conference was conducted in partnership with CREATW and different speakers were invited to share their experiences and journey of leadership as women. Over 400 participants attended the conference.

COMMUNITY LEADERSHIP IN ACTION

“Three field committee members; Mary Mahenzo 15 years and a Field Leader, Saumu Tabu 14 years and a First Aider and Mary John Chembe 15 years and an Assistant Field Leader from Paziani field all joined MTG in 2013. The three committee members supported Furaha Kalsambi Charo a fellow player and a Referee to be re-integrated back to school after dropping out of school due to pregnancy. The three girls realized that their fellow player was not attending school because her uniform was no longer fitting her. The committee members approached Furaha’s father who is a cook at Paziani to purchase a loose dress for Furaha but the father turned the girls away. The girls pursued their intervention with the school head teacher requesting for a discussion with Furaha’s father and the head teacher to be their mediator. The head teacher convened a meeting with the three girls, Furaha- the girl who got pregnant and her father to discuss Furaha’s absenteeism from school. Furaha disclosed that she was six months pregnant and she missed school because her dress was not fitting. The three committee informed the teacher and the father of Furaha’s right to education despite her pregnancy and from that information the father took action by making a comfortable dress for Furaha and Furaha resumed school for her studies. The three girls managed to intervene their fellow players case because they were informed of the children rights to education and they were confident to claim it on her behalf confidently.”
MTG’s education programme seeks to support girls and young women in their enrolment, retention, completion and transition at all learning levels with a key focus on back to school policy. Moreover, the programme seeks to improve the education outcomes of girls and young women in the Coast region, striving to address the gender disparities that exist in Kenya’s education system such as low enrolment and retention of girls in school. In a bid to achieve this, MTG offers 75% scholarships to disenfranchised girls and young women, leadership awards to most active participants in the field as well as access to reading materials through community libraries and mobile libraries. Over and above material support, out of school girls and young women go through goal setting to help them identify their pathways and devise strategies to manage them. MTG also offers girls and young women guidance through motivational talks and mentorship.

Access to books for MTG girls: Launch of the MTG Mobile Library

MTG works in Kilifi County and other coastal counties with high poverty and low levels of literacy. The livelihood programme was introduced to address this challenge by assisting girls and young women in their pathway towards financial independence. Approaches adopted to promote this include the mobilisation and formation of village savings groups, training girls and young women on financial literacy as well as entrepreneurship and business mentoring. In partnership with UN women, MTG also added a new project on Countering Violent Extremism into its portfolio. The project aims at putting girls and women at the forefront of preventing terrorism and violent extremism, premised on the need to reduce poverty which is identified as a major driver of violent extremism. MTG intends to achieve this through economic empowerment by establishing a Business Incubation Centre within MTG premises. In the centre, out of school girls and young women will be trained and mentored on entrepreneurship by partners and established business persons. The centre will open in 2018.

Economical empowerment through entrepreneurship trainings

62 out of school girls and young women were trained on entrepreneurship in 2017. The topics of the training included: the business plan, the marketing plan, costing and pricing products, types and sources of capital, Youth Enterprise Fund and Women Enterprise Fund. Following a training during the August residential camp, seven girls and young women from Kilifi county came together to form a business group known as “Tunaweza Youth Group” where they intend to start a tent and chair hiring business. The group chose their Chairperson, Treasurer and Secretary. The group is currently in the process of finalizing their constitution after which they will register as a self-help group. They were linked to the department of social services where they will be assisted to access loans from the Youth Enterprise fund.

91% of MTG’s out of school girls felt that they have autonomy over their earnings

91% of young women have created personal budgets

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MOVING THE GOALPOSTS ANNUAL REPORT

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MOVING THE GOALPOSTS ANNUAL REPORT
MTGs’ health programme aims to equip girls and young women in the Coast region with sexual reproductive health and rights (SRHR) information so that they engage in less risky sexual behaviour. In order to achieve the objective, MTG organises peer-led reproductive health sessions in league fields and schools based on a well-defined curriculum. In addition, MTG offers HIV testing and counselling services, breast and cervical cancer screenings, menstrual hygiene management (MHM) trainings, distribution of contraceptives and counselling to both beneficiaries and the community.

Child Protection

No to discrimination and exploitation of children

At the heart of MTG’s programme is child protection and safeguarding. MTG takes child protection and safeguarding seriously because the organisation works with young girls and women who are susceptible to harm, abuse, discrimination and exploitation. Child protection cuts across all MTG programmes and is aimed at guaranteeing all beneficiaries are safe when they participate in sport or any other MTG activities. MTG child protection has improved over the years because of support from partners and implementation of lessons learned. In 2017, MTG has put in place a raft of measures to further strengthen their child protection agenda. This included sensitisation and capacity building of staff, volunteers and stakeholders on child protection and safeguarding. MTG also carries out risk assessments before activities, follows up on child protection concerns in the communities they serve and generally advocates issues of child protection and safeguarding throughout all their activities.

Peer Education Sessions for Girls with Special Needs

The work to reduce discrimination against any form of disability is part of MTG’s child protection programme. In early 2017, 39 peer education sessions were conducted to 119 students in 8 special needs schools attached to MTG league fields. The objective of these sessions was to provide opportunities for girls with special needs to participate in sport and to increase awareness on reproductive health and sexual abuse. While visiting the field, the peer educators also reached out to boys in special needs schools because they were similarly disenfranchised and were victims of sexual violence as much as girls. Teachers of the special needs schools provided support to the peer educators during the training. Participants were sensitised on child rights and hygiene.

Knowledge about Pregnancy Prevention grew by 50% within last year

Community workshop on re-usable sanitary towels sewing

 MTG has been working on a more sustainable way of Menstrual Hygiene Management. The main purpose for this project was to create awareness to the community on how to manage menstrual hygiene. This can be achieved by making re-usable sanitary towels from locally available resources such as worn out fabrics and polythene bags. The idea of training MTG girls on how to make these products was started in 2016. In 2017, a plan was created to train more girls on how to produce the sanitary towels. Training with the peer educators was conducted over the December holiday at the camp. 37 peer educators from Kilifi and 15 in Kwale were trained on how to make the products. The participants were excited because they made the products by themselves with support from the facilitators. 98% of them said they would use them in their next menstruation. After the training the peer educators were asked to spread the same message to their fellow players and entire communities. Support supervision sessions and follow ups will be conducted from in 2018.
Young Men as Equal Partners (YMEP) is a programme that began in 2016 focusing on engaging and educating boys and young men in the community to support girls and women in their quest for sexual reproductive health rights. Specifically, the programme is centred around ensuring that boys and men are sensitised on gender, positive masculinity and sexual reproductive health and rights so that they can become champions for the rights of girls and young women. YMEP works with coaches of boys and young men football teams who play football alongside MTG girls in all MTG league fields. The coaches deliver sessions to boys and young men during their practice. These trainings are geared towards creating a gender equitable society by transforming norms, behavior and attitudes that denigrate the dignity of girls and young women. In 2017, YMEP was implementing its programme in 44 league fields in Kilifi and Kwale Counties. YMEP also works with fathers and male guardians of MTG beneficiaries by sensitizing them about responsible fatherhood, gender equality and gender-based violence.

MTG organised a fathers’ conference during the international father’s day in June 2017 where a total of 70 fathers drawn from Kilifi and Kwale counties were in attendance. The theme of the conference was ‘Fathers at the forefront of Gender Equality’. The theme was aimed at reaching out to fathers to play their role in ensuring that girls and women rights are respected, realized and guaranteed. The fathers were engaged in an open discussion on their role in achieving gender equality through supporting the young women and girls on issues to do with menstrual hygiene, enabling teen mothers to go back to school and supporting girls who become pregnant to remain in school before delivery.

One of the participants shared that in his community fathers and their daughters should not have a close relationship. So, fathers engaging with girls would be against the practices of the community. However, it was noted that there is need to change with time as some of the cultural beliefs and practices are what makes Africa stay behind in terms of social, economic and political empowerment. Fathers need to change and emphasize on being together with their children and especially daughters. Fathers need to take time and talk with their girls. The participants will be MTG point men in their communities in creation of a safe environment for young women and girls.
FOOTBALL FOR CHANGE
OUR GIRLS TELLING THEIR JOURNEY OF LIFE

JANET HENRY

My name is Janet Henry, an MTG United player from Chanagande league field. I am currently studying at Waa Girls High School. Our school team participated in Under 16 ball games up to National level and I was awarded as the best player during this event. Moving The Goalposts has contributed to my achievement because it has nurtured my talent up to where I am today. My football skills have improved since I started playing in MTG back in 2009. I also got a chance to get an admission at Waa Girls High School for my secondary education through MTG. I could not have made it to high school due to my family’s financial background and I want to thank the organization for providing me with this opportunity. I take both my education and football seriously because I know both are important in achieving my career goals. My dream is to become a doctor and an international footballer.

MWANAKOMBO HASSAN

I always thought that women could only be in charge of the kitchen and raise kids. This was because of having brought up in a community where the girl child was discriminated in various aspects.

My name is Mwanakombo Hassan from Mnarani league field. I joined MTG in 2012 and I have gained so much in terms of football, education and confidence since then. I did not know how to kick a ball and I could hardly stand in front of other people when called upon. I started playing football in my league field together with my fellow players and enjoyed every bit of the game. This improved my skills and made me gain knowledge on reproductive health through peer education sessions. I was chosen as one of the MTG United players for under 16 category. This has enabled me to travel within and outside Kenya such as Tanzania and Rwanda to represent Moving The Goalposts.

During these trips, I learnt many things. Acting like a role model comes through acquiring new virtues.

MARIAM SAMINI

I will live to cherish the moment I joined Moving The Goalposts’ Executive Director to receive the prestigious Laureus Sport for Good award in Germany 2016. I became very proud of who I am.

During the ceremony, I met and interacted with famous people like David Rudisha; who is a world record holder in athletics, he really motivated me and I came to realize that sport is a way of achieving ones dream.

I had travelled to Germany in 2011 to play friendly matches accompanied by “Auma Obama” a sister to the former American president; Honorable Barack Obama. Being around her made me feel that the sky is no longer a limit for girls and young Women in the world.

I strongly believe that girls and young women should not be subjected to any form of violence and abuse. I learnt this after being informed about my rights by Moving The Goalposts and learnt skills to claim them.

I feel confident to condemn violence and champion for equality. I can stand and take action, educate others especially girls and women against violation of their rights and the importance of educating a girl child in the community.

I am always convinced that what a man can do, a women can do better.”

“What a man can do, a women can do better.”
EXCELLENCE DRIVES GROWTH
ON TRACK TO ACHIEVE STRATEGIC 2020 AMBITIONS

2020 AMBITION: MTG to develop products/services to be adopted by other organizations aiming to leverage football for social change

- Scaled organizational structure operationalized with new hires
- Enforced capacity building and development of staff, especially local resources
- 500,000 KSH raised locally through a back-to-school campaign for adolescent mothers

- Increased focus on Monitoring & Evaluation strategy tools
- MTG selected to champion gender equality as part of UN General Assembly in NYC
- MTG elected to chair the Kilifi Count Gender Based Violence Network

* Number of girls registered in and reached by MTG programmes up by 35%
* Introduction of a Business Incubation Centre to scale up Livelihood programme
* Refined YMEP, Health Curriculum and Child Protection policy

2020 AMBITION: MTG to strengthen Business Incubation Centre to equip girls with business skills to be financially independent

- Operations established in Mombasa County with 3 leagues
- Planning initiated for operations in Tana River County

2020 AMBITION: MTG to expand into all six counties of the coastal region (incl. Lamu & Taitu Taveta)

INVESTING INTO PROGRAMMES
PROGRAMME EXPENSES GREW FROM 58% TO 76% IN 2017

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<td>2017</td>
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THANK YOU
TO OUR PARTNERS FOR YOUR GREAT SUPPORT