





EDITORIAL

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 lime-

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

I was, personally, quite sad when our Executive Director, Rachel Muthoga, told me, early in 2017 that she wanted to move

have given their time, energy and resourc-

es to make MTG what it is today and I am

grateful for all they have done.

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.

er, 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 ANNUAL REPORT

MOVING THE GOALPOSTS ANNUAL REPORT

WHO WE ARE

EMPOWERING GIRLS THROUGH FOOTBALL

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

"Girls should have equal opportunites in society like boys."

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 reproduc-

tive 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.

since 2002 Mombasa Kwale since 2013 MTG activities in place activities starting in 2018

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 opportuni-

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

ties to organise and run football activities, peer education programs on sexual and reproductive health, women's rights and economic empowerment. The programme trains coaches, peer educators, referees, field leaders, first aiders, savings group officials.

Besides, MTG provides guidance and resources for girls to enroll and continue in education, vocational training and find income generating activities and employment opportunities.

TUNAWEZA!

INTRODUCING OUR NEW PROGRAM MANAGER

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, SOLWO-DI 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.

Withhervastexperienceinprogramming and institutional strengthening, Mourine aspires to revamp MTG's programs to enhance efficiency, effectiveness and most of all ensure impact amongst its beneficiaries

SPREADING OUR MESSAGE

WINNING GLOBAL GOALS WORLD CUP IN NEW YORK

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 Governor, His Excellency Amason Kingi.

While in New York, the team had two Interviews at the global citizen. The interviews focused on the chosen global goal five "Gender Equality" and why it was important to the community. Besides, the team had an opportunity to visit Save the Children offices at UN headquarters before heading to Brooklyn Expo center where the tournament took place. The team emerged winners of the second Global Goals world cup finals in New York City organized alongside the UN General Assembly.

MTG would like to say a special thank you to Save the Children, United Purpose, Kilifi County Government, The Embassy of Denmark and all other stakeholders who wholeheartedly and overwhelmingly supported the team during the Global Goals World Cup.



Our champions: Girls returning from New York with the trophy

CHAMPIONING DIVERSITY SECOND PLACE AT FIFA DIVERSITY AWARDS

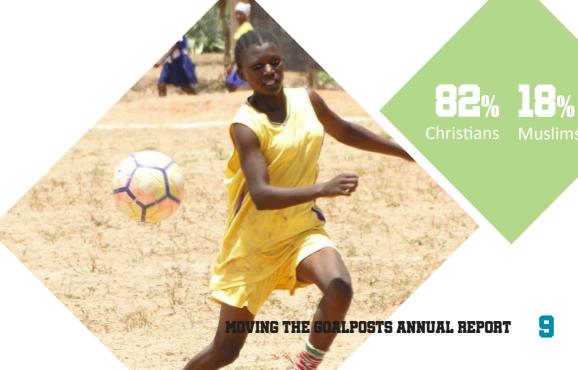
Moving The Goalposts was nominated among six other organizations from around the world for the FIFA Diversity Award. Launched in 2016, the Diversity Award is usually presented to organisations, initiatives or personalities in football who work towards making a significant contribution to diversity and anti-discrimination in football and the communities they work with. MTG was presented by the founder, Sarah Forde, who is also the chairperson for MTG board members. MTG became the runners up after Soccer without Borders in honor of the incredible work it does in empowering girls and young women through football in Coastal region of Kenya. Due to the award, MTG was selected among the organizations who will be going to Russia during the FIFA World Cup in June, 2018.

working with

70
girls who never went to school

girls between

girls with a disability





FOOTBALL

EXPANDING OUR PLAYING 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 tournaments for girls to create

3.412

2012

practice leadership skills. When participating in league field activities, they also get an opportunity to access re-

2359

Football teams productive 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 trengthen existing partnerships.

525

MTG Women





SUCCESSFUL **TOURNAMENT** SEASON



Organising 'Vote for Kenya Tournament" in order to mobilize Kenyans for peace

PROGRAMMES

LEADERSHIP

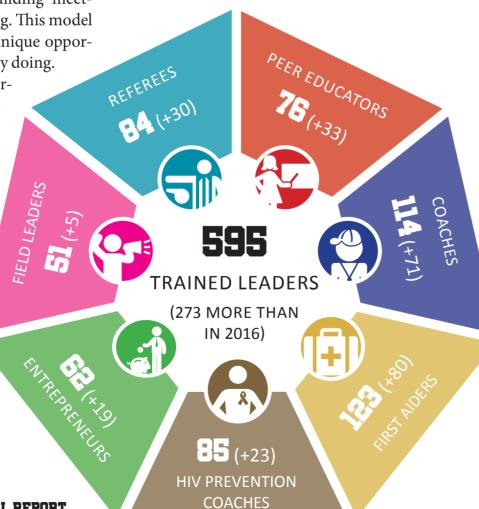
85% MORE LEADERS TRAINED IN 2017

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 Trainees (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 CREAW 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 Kahambi 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 Furahas' father who is a cook at Paziani to purchase a loose dress for uraha but the father turned the girls away. The girls pursued their intervention with the school head teacher requesting for a discussion with Furahas' 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 Furahas' 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

PROGRAMMES PROGRAMMES

EDUCATION

CREATING A LEARNING ENVIRONMENT

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 proscholarship gramme 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 227 and young women guidance through motivational talks and mentorship.



81

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

LIVELIHOOD

EMPOWERING GIRLS FOR ECONOMIC INDEPENDENCE

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.

91%

of MTG's out of school girls felt that they their earnings

ECONOMICAL EMPOWERMENT THROUGH ENTREPRENEURSHIP TRAININGS

74%

have created personal

HEALTH

SRHR EDUCATION FOR ALL GIRLS

REUSABLE SANITARY TOWELS TRAINING

MTGs' health programme aims to equip girls and young women in the Coast region with sexual reproductive health and rights (SRHR) information to make them aware of their rights and claim them. The programme seeks to equip girls and young women with skills and information so that they engage in less risky sexual behaviour. In order to achieve the objective, MTG Knowlorganises peer-led reproductive health sessions in league fields and schools based on a well-defined curricu-50% within lum. In addition, MTG offers HIV testing and counselling services, breast and cervical cancer screenings, menstrual hygiene management (MHM) trainings, distribution of contraceptives

Community workshop on re-usable sanitary towels sewing

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.

and counselling to both beneficiaries and the community.

YOUNG MEN AS EQUAL PARTNERS

GENDER EQUALITY REQUIRES CHANGE OF MALE MINDSET

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.





PID MOVING THE GOALPOSTS ANNUAL REPORT **MOVING THE GOALPOSTS ANNUAL REPORT**



SUCCESS STORIES SUCCESS STORIES

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 foot-

ball 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

Acting like a role model comes through acquiring new virtues.

players for under 16 category. This has enabled me travel within and outside Kenya such as Tanzania and Rwanda to represent Moving The Goalposts.

During these trips, I learnt many things

that has not only enabled me to be a good footballer but also made me acquire virtues that has helped me to be a good role model. Having travelled to different places across East Arica made me to interact with people from different communities and learnt about their cultures. This has helped me to excel in my studies

especially in social studies as I could intelligently respond to questions related to culture.

I have a passion to work with children to fight for their rights. I always admire how MTG works towards protecting the rights of children in the community. I am thankful for Moving the Goalposts for giving me such an amazing opportunity.

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

"What a man can do, a women can do better."

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 woman can do better, and educating a girl is like educating the whole nation. STRATEGIC UPDATE

EXCELLENCE DRIVES GROWTH

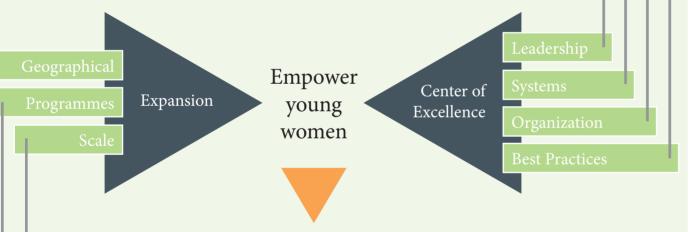
ON TRACK TO ACHIEVE STRATEGIC 2020 AMBITIONS

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



Social Change

- \star 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

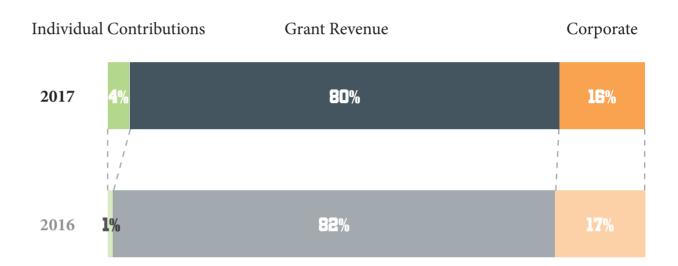
- ★ Operations established in Mombasa County with 3 leagues
- ★ Planning initiated for operations in Tana River County

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

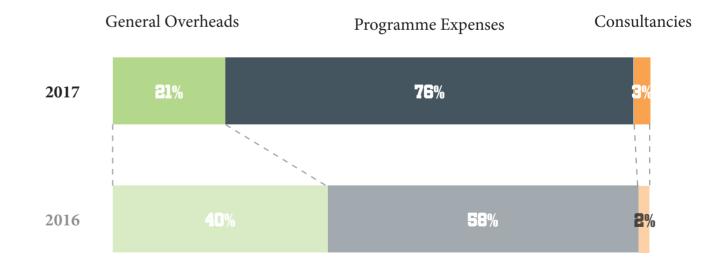
INVESTING INTO PROGRAMMES

PROGRAMME EXPENSES GREW FROM 58% TO 76% IN 2017

REVENUE



EXPENSES



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THANK YOU

TO OUR PARTNERS FOR YOUR GREAT SUPPORT





adidas





















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