



# MOVING THE GOALPOSTS



# 2023 ANNUAL REPORT

**EMPOWERING GIRLS  
AND YOUNG WOMEN  
THROUGH SPORTS.  
TUNAWEZA!  
(YES, WE CAN)**



# ACRONYMS

AJWS:	American Jewish World Service
CAF:	Confederation of African Football
EAGC:	East Africa Granary Commission
FSC:	Funders Safeguarding Collaborative
GBV:	Gender-Based Violence
ISPCAN:	International Society for Prevention of Child Abuse and Neglect
KCB:	Kenya Commercial Bank
MTG:	Moving the Goalposts
NOCK:	National Olympic Committee of Kenya
SEAH:	Sexual Exploitation Abuse and Harassment
SRHR:	Sexual and Reproductive Health and Rights
WNSL:	Women National Super League
YMEP:	Young Men as Equal Partners
CHP:	Community Health Practitioners



# MESSAGE FROM THE BOARD CHAIR

## ***Dear MTG Family, Partners, and Stakeholders,***

As we reflect on the achievements and progress of Moving The Goalposts (MTG) in 2023, I am filled with pride and optimism for our collective future. This year has been a testament to our commitment to empowering girls and young women through innovative programs and strategic partnerships.

One of the significant highlights of 2023 has been our partnership with Common Goal through the Equal Play Effect project. This collaboration has enabled us to further our mission of promoting gender equality in sports, providing our girls with more opportunities to excel both on and off the field. The Equal Play Effect project exemplifies our dedication to creating inclusive environments where girls can thrive and lead.

Our Strategic Plan 2022-2026 has guided us in aligning our programs with global development goals. We have made substantial progress in our six thematic areas: Safe Spaces and Talent Nurturing, Education, Livelihoods and Financial Independence, SRHR, Leadership and Advocacy, and Climate Action. Through these initiatives, we have not only empowered thousands of girls but also engaged communities in meaningful dialogue and action towards gender equality and sustainable development.

In addressing global issues such as gender-based violence (GBV), educational inequities, and climate change, MTG has been proactive in implementing programs that resonate with our core values and mission. Our community sensitization forums, leadership trainings, and environmental initiatives have positioned us as key players in advocating girls' rights and sustainable practices.

This year, we welcomed four new board members whose expertise and passion will undoubtedly contribute to our continued success. At the same time, we bid farewell to three esteemed board members who completed their terms. Their dedication and leadership have been invaluable, and we are grateful for their contributions. Additionally, a comprehensive board evaluation was conducted, providing us with insights to enhance our governance and strategic direction.

One of our remarkable success stories is that of Neema Kazungu, a participant who graduated from the Akira Chix Code Hive program. Neema's journey reflects the essence of MTG's work—empowering young women with skills, confidence, and opportunities to achieve their dreams.

I extend my heartfelt appreciation to our partners, staff, and community stakeholders. Your continued support and collaboration have been instrumental in our achievements. Together, we have made significant strides in creating a fair, just, and inclusive world for girls and young women.

As we move forward, we continue to build on our successes, embrace new opportunities, and remain steadfast in our commitment to empowering the next generation of leaders.

Thank you for being part of the MTG family.

*With gratitude,*

***Evelyn Lelle***

***Board Chairperson Moving The Goalposts (MTG)***

## WHO WE ARE

Founded in 2001, Moving The Goalposts (MTG) is a community-based organization that works with local and international partners to empower girls and young women in Kenya. Based in four counties in the coast province, MTG uses football as a vehicle to address the social and economic challenges faced by girls and young women in Kilifi, Kwale, Mombasa, and Tana River.

Through football, MTG works to advance and protect the rights of girls and young women by providing a platform to strengthen their voices through participation in leadership roles and opportunities. MTG serves as a beacon, illuminating the path to a future in which every girl has the opportunity to score goals both on and off the field.



“I started MTG to get girls to play football to get them out into the public and to help people see what girls are capable of. In the first and second year, we had 100 girls at the most, now we have over 9,000 girls participating in football activities which they organize themselves”

**Sarah Forde:**  
**Founder**



### **Vision Statement**

A fair, just, and inclusive world where girls' and young women's rights are acknowledged, respected, and realized.



### **Mission Statement**

“To positively influence communities by working with them to provide skills and opportunities for girls and young women to achieve their full potential through football”.

## CORE VALUES

**BE HONEST** – to error is human, but to reduce error and learn and grow from our mistakes, we must always speak the truth.

**BE ACCOUNTABLE** – we need to take ownership of our actions. We understand that when everyone plays their role, everyone benefits, especially the communities we serve.

**BE RESPECTFUL** – no matter the age, ethnicity, religion, socio-economic status, or leadership position, no one is above the other. We are partners and should always see the humanity in each other and treat each other with dignity, empathy and understanding.

**BE FUN** – in all we do. We do it in love and with joy and drive. We never take ourselves too seriously.

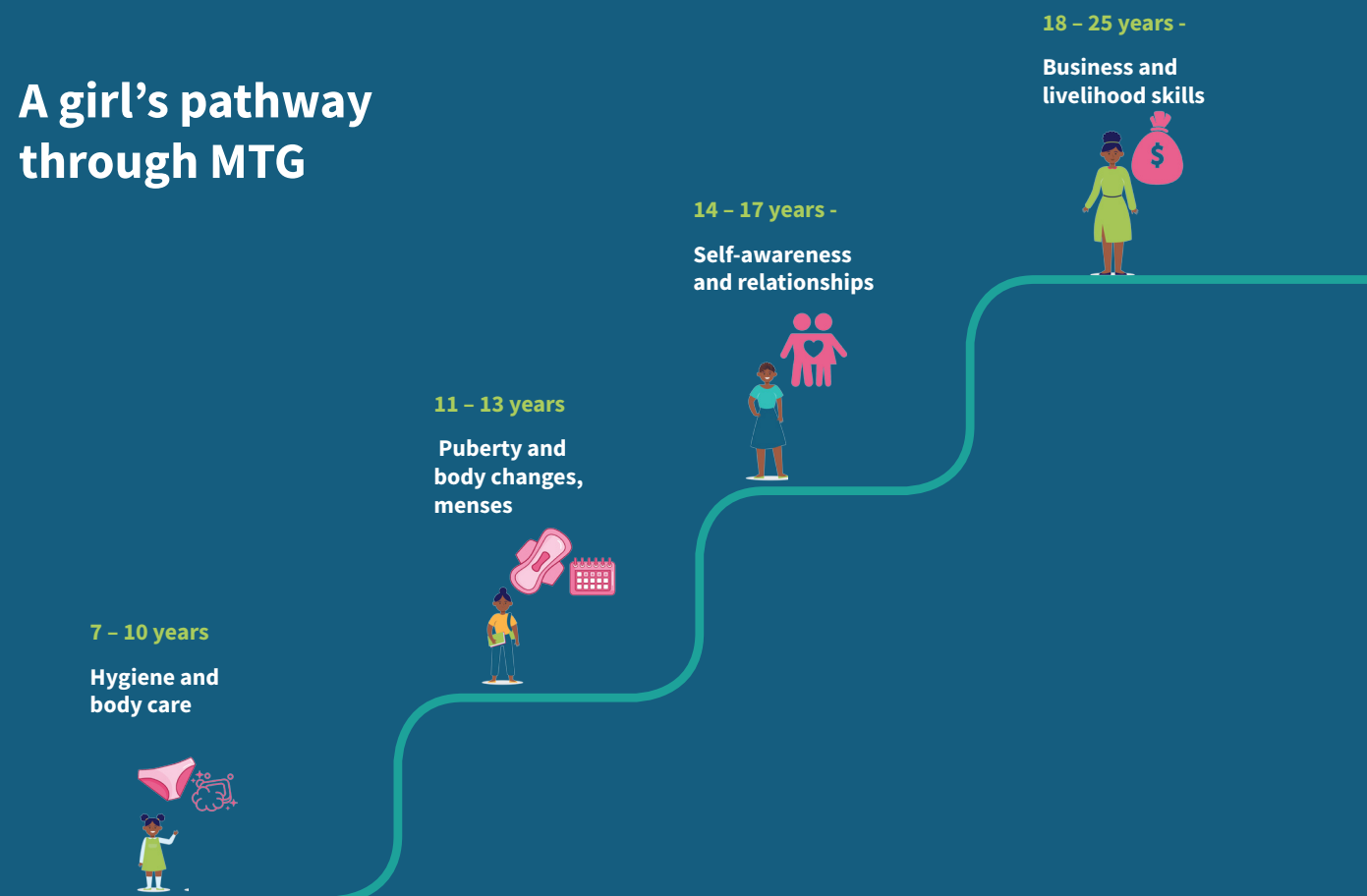
**BE EXCELLENT** – in all we do, we strive to do our best to ensure we set the standard of brilliance that all can aspire towards.

**BE A TEAM PLAYER** – what we do, we do for our community, united. Because united, we overcome the obstacles that hold back our communities and our potential to transform those communities.

## OUR GUIDING PRINCIPLES

- Girls are at the core of all Moving The Goalposts (MTG) does as active and able agents of change;
- Football for girls is central to MTG’s approach, strategies, and interventions as a tool for transformation;
- The essentials of football success (teamwork, fair play, and, acceptance of winning and losing) foster attitudes that promote integrity, honesty, responsibility, and transparency;
- Girls should enjoy equal rights and opportunities to reach their full potential;
- Child protection is a critical component of our work as we believe in safeguarding all children in MTG;
- Ensure girls can take up space and use their voices to demonstrate leadership; and
- Collaborations and active engagement with community members to accelerate transformative change.

## A girl’s pathway through MTG



# 2023 HIGHLIGHTS



9155

Girls and Young Women registered to participate in our programs in 2023



52

safe communities and football playground's



472

girls football teams



2,217

football league matches were played



117

teams qualified to play in MTG champions league



26

community capacity building sessions (Tumanyane) conducted.



3,354

parents and community members reached with information on Adolescent girls and women rights



583

girls and young women were elected and took up leadership roles and responsibilities in MTG programs



386

girls and young women took up leadership roles and responsibilities in their communities



2000

girls and young women organised and participated in community service projects in their communities.

# 1. EDUCATION



## IMPACT

**21%** of girls and young women received direct scholarship and education support from MTG.

## Strategic Objectives:

**To enhance education access, retention, and transition rates amongst girls and young women.**

Kenya has made significant gains in primary and secondary school enrollments since the early 2000s, especially among girls. Between 2005/06 and 2015/16, the gender parity in gross enrollments increased at the primary and secondary school levels. However, when it comes to dropping out of school, girls and boys often do so for different reasons. The cost of schooling is the most cited reason for boys, followed by lack of interest. For girls, the most common reason for dropping out of school is pregnancy, followed by the cost of schooling. Estimates published by Christianity Today indicate that 46% of boys in Kenya complete their secondary education, compared to only 37% of girls.

## Key Highlights and Achievements:

**Strategy; Increase girls' transition, retention, and completion rates at all levels of education**

### Education Mentorship & Career guidance

Our scholarship program supports girls and young women from disenfranchised communities, granting them access to mentors, role models, and professionals in the community hence giving them the belief that they can become who they want to be in future.

**61**

girls and young women received mentorship through the program and got an opportunity to learn from each other and compare notes on the challenges they face in school.

The forums provide girls with access to a professional counsellor who gives support to girls when they are experiencing challenges related to their life.

“I am grateful for the opportunity to be supported to go back to school after the delivery of my baby. The Sexual Reproductive Health and Life Skills sessions are very significant to me because I am motivated to open up and share. I also get to spend time with my peers and that makes me feel that I am not alone”.

*Quote from a Young Mother*

**3**

No. of girls securing higher education scholarships

**27**

No. of girls who joined colleges and vocational trainings

**5**

No. of girls who graduated from colleges and universities

**570**

girls and young women in the MTG program sat for the Kenya Certificate of Primary Education in 2023

**85%**

of them (485), transitioned to secondary school

**183**

girls benefitted from scholarship opportunities, **85 girls** received direct scholarships from MTG and **42 girls** were referred to external scholarship programs.

**27**

out of a total of **88 girls** and young women who sat for the Kenya Certificate of Secondary Education (KCSE) earned opportunities in colleges and vocational training centers to further their education.



## MTG Community Library Program

We continued to serve children from the Mnarani community and its environs through the community library initiative which enabled

**2,212**  
girls and boys

to access reading and revision materials at the MTG facility library.

Led by our library volunteers, pre-school children also participated in art and fun activities like colouring, painting, drawing, reading story books, public speaking, quizzes, and debate sessions.

## Strategy: Reduce barriers to education access by girls

To champion the resumption of learning as a right for girls and young women who dropped out of school for various reasons, we engaged several key stakeholders in a capacity-building workshop on the creation of safe learning environments for teenage mothers who are keen on returning to school. The workshop also focused educating the stakeholders on the provisions of the back-to-school policy for teenage mothers.

These Comprised:

**2000**

Parents

**75**

headteachers and  
representatives  
from various  
school boards



Headteachers Sensitization Meeting

“Cases of teenage pregnancies have significantly reduced in Bamba, especially in Mnagoni at the Biyubu League Field, thanks to the MTG programs in that area. I am proud of the work MTG does to empower girls and young women. I am also grateful for the opportunity to be sensitized on the back-to-school policy today.” - **Madam Gone – Participant from Bamba Division.**

“The biggest challenge we still face in implementing this policy at the school level is that parents are not confident in allowing their daughters to return to school due to fear of community stigmatization. Additionally, parents struggle to provide feeding for the infants, making it difficult for them to let their daughters leave their infants without a viable alternative.” **Participant from Tana River**



Lillian Mahenzo - Young Mother

## Strategy; Support girls and young women to reintegrate back to school

Across the MTG communities 56 teenage mothers were successfully reintegrated back to school.

### Success Story

## THE DRIVE TO BE EXCELLENT - Precious Halako Jilo's story

Precious Halako Jilo, from Hewani village in Tana River County, joined Moving The Goalposts (MTG) in 2019, where she trained as a coach and participated in the **Bundesliga Youth Ambassadors program**. Growing up in a community with diverse educational backgrounds, Precious encountered numerous challenges, particularly financial ones.

Determined to pursue her passion, Precious enrolled in North Coast Medical Training College for a certificate in orthopedic and trauma medicine. However, financial constraints forced her to defer her studies, and at one point, she almost missed her final exams due to outstanding school fees.

Thankfully, MTG stepped in and provided the financial support she needed to settle her fees, allowing her to sit for her exams. Despite the obstacles she faced, Precious consistently earned top grades and successfully graduated in December 2023.

For Precious, the quote "Success consists of going from failure to failure without loss of enthusiasm" holds great significance. While she doesn't view her struggles as failures, she defines her success by her unwavering persistence and determination to overcome every challenge along the way.

Her story is a powerful reminder that resilience and support can transform lives, and Precious continues to inspire others with her remarkable journey.

## Brilliance and Beyond - Grace Kazungu's Story.



“When I graduated, my Dad was overjoyed. He said I had made him so proud, and now the community would respect him.”

As a participant, football coach, and now an entry-level software developer, Grace Kazungu has been part of Moving The Goalposts (MTG) since 2009. Like many girls and young women in our program, Grace joined MTG to interact with peers and overcome the societal obstacles that often hold back young women in her community.

In 2014, Grace completed her Kenya Certificate of Primary Education (KCPE) exam. However, due to financial constraints, was unable to attend high school immediately.

“I stayed home for a whole year,” Grace recalls.

Fortunately, with the support of the organization, she secured a scholarship that covered her school fees for all four years of high school. After graduating in 2019, Grace’s dream was to pursue a computer science degree. However, the same issue of finances reappeared, and she was forced to stay home for another two years. During this difficult period, her family, especially her father, faced criticism from other relatives and community members. Grace vividly remembers the pain of that time.

“My Dad would get ridiculed a lot by relatives and the community, asking him why he could not go to political leaders and ask for money to pay for my education. “I had done really well in high school and qualified to go to a good university, but we just couldn’t afford it.” This criticism weighed heavily on her father. “My cousins had already joined university, despite me performing better than them, while I had to stay home. My Dad had no peace,” Grace recalls.

However, in 2021, an opportunity arose that would change everything. Through the MTG’s education and livelihood program, Grace applied for a scholarship offered by AkiraChix, a foundation dedicated to helping disadvantaged girls pursue courses in Tech studies. Grace was accepted to pursue a course in software development that brought immense relief to her family.

“When I got the AkiraChix scholarship, my Dad was so happy and relieved. The relatives and community would finally stop ridiculing him,” Grace says.

Grace graduated in December 2023 and holds a diploma in software development.

Her journey stands powerful to the importance of supporting girls in realizing their potential, regardless of the odds they face.

# 2: LIVELIHOOD

(POVERTY ERADICATION, ECONOMIC EMPOWERMENT)



## IMPACT

**54%** of the girls reported that they felt confident in making decisions regarding their future lives.

**46** girls started their own businesses these ranged from Fish mongering, tailoring, mat making, grocery shops and soap making contributing to family support and community resilience.

**60%** of girls followed through with their career pathways to completion.

## Strategic Objective

### To enhance girls' and young women's livelihoods and employability skills.

In 2023, we conducted four workshops across communities to help out-of-school girls set career goals and explore diverse career pathways, yielding impressive outcomes by year-end. Our livelihood and entrepreneurship programs are inspired by the Generation Unlimited and the Global Initiative on Decent Jobs for Youth report published in 2020 which indicates that an estimated 68 million young people are unemployed and actively looking for work. The report further states that young people are three times as likely to be unemployed as adults – a ratio which has changed little in recent years.

In our local context, an analysis dubbed Gender in Employment and Labour Market in Kenya by Dalberg Advisors in 2020 confirmed that young women in Kenya are almost as equally economically active as young men but are more likely to be unemployed or underemployed. The facts presented by these studies inspired the design of MTG's livelihood and entrepreneurship programs that work with adolescent girls and young women to bridge the gap and contribute to financial independence of women and girls in our communities. This year, our livelihood programs focused on increasing the number of girls in rural communities that have access to employment, or who are supported to get into gainful employment, and those that have acquired relevant skills to start and grow their businesses.

In 2023, we worked with 554 out-of-school girls, with 91 of them being enrolled into MTG programs as first time participants. The remaining 463 girls and young women were continuing participants, having being part of the programs for more than one year.

Table showing the number of new enrolments and re-registered out-of-school girls per county.

	Kilifi	Kwale	Mombasa	Tana River	TOTAL
NEW ENROLMENTS	68	14	7	2	91
RE-REGISTERED GIRLS	364	59	25	15	463
TOTAL	432	73	32	17	554

## Key Highlights and Achievements:

### Strategy; Undertake skills training and support for entrepreneurship and business start-ups

MTG partnered with Street Business School to deliver workshops on entrepreneurship and financial literacy skills.

# 186

girls received training on entrepreneurship skills and financial literacy.

# 46

girls started their own businesses.

### Improving Savings Culture

To enhance the culture of saving among girls who are out of school in the MTG program and to promote their financial autonomy, twelve village savings and table banking initiatives were implemented during the reporting period, benefiting

# 154 girls

from Bahari, Kaloleni, Bamba, and Vitengeni divisions in Kilifi County

Consequently, the members successfully generated a significant sum of money, utilizing the investments, shares, and loans acquired from the savings groups to not only expand their businesses but also address personal and financial responsibilities at the family level. The savings groups within the community instilled a sense of responsible financial management.

An example is the Upendo Savings Group from Bahari Division, based at the Ngamani community field, consisting of 22 members. The dedication of the group members, led by their chairperson, Elizabeth Kiringi, has not only brought them financial stability but has also seen them establish a traditional dancing group which is occasionally hired for community events such as wedding ceremonies and major events organised by MTG, earning them exposure and profit. They are looking forward to re-registering with a local Sacco to enable them to access business funds for their growth.

### How Coming Together to Save Led to Innovation

Elizabeth Kiringi fondly known as Eliza is the chairperson of Upendo Savings group at one of MTG league fields Ngamani. Eliza sits proudly to tell us about their dance group,

# “

*We are 22 football players and also great Giriama traditional dancers. We used our savings to make our costumes and also fund our travel and some other costs related to our performance. We saw the opportunity of entertainment in our community and felt that we had the ability to meet this need. We occasionally are invited to entertain during weddings and events and we charge fees to entertain people which in return becomes part of our income as a group. Our future plan is to register with one of the corporate financial institutions in her community and this will enable us access capital to finance our own businesses.”*

## Strategy; Increase employability skills and opportunities for young women

### Career Pathways Goal Setting

Four workshops were organized across MTG communities to support out-of-school girls who had just completed high school to set career goals and sensitized them on the various types of career pathways.

**165**

girls developed their career goals.

**By end of the year;**

**35%**

had progressed halfway,

**60%**

had followed through their pathways to completion

**5%**

had changed their pathways completely.

**165**

No. of girls supported to develop their pathways

**20**

No. of girls trained in employability skills

**11**

No. of girls linked to Internship and Job Opportunities



Computer Literacy Skills Training for MTG Out of School Girls

### Partnerships and Collaborations:

MTG engaged in various international and local events, including the East Africa Grain Council's Agribusiness Expo and Power Learn Project.

## 2. FOOTBALL AND SPORTS AS AN AVENUE FOR CHANGE



**93%** of girls participated in football leagues, SRHR sessions and community events.

### Strategic Objectives:

**Use football to create safe spaces for girls and young women to nurture their talent, grow their leadership skills and become agents of change.**

MTG uses football as a tool to work on gender equality issues such as discrimination, violence, and harmful practices against girls and young women. Football was intentionally chosen to convey the message that girls and women can participate in sports and excel in roles that are otherwise considered appropriate for boys and men, thereby reducing stigma and discrimination.

MTG conducts its programs on open grounds, schools, and community fields across various villages in the coastal region. Enrollment and parental consent are carried out at the beginning of each year, after which the girls are grouped by age (7–10 years, 11–13 years, and 14–25 years). MTG organizes two week-long residential leadership camps annually for venue leaders who oversee the daily operations and support program delivery at their assigned venues.

The venue leaders collaborate with a committee consisting of team captains, a peer educator, a referee, a coach, a first aider, and a person living with a disability. Each committee develops an annual plan and schedules fixtures for activities and leagues at their respective venues throughout the year.

Every enrolled girl participates in at least one weekly practice, league match, and sexual and reproductive health (SRHR) education session within their age group. Girls with disabilities are also included in adapted programs to ensure accessibility and inclusion.

An impressive 93% of girls actively participated in football leagues, SRHR sessions, and community events.

## Key Highlights and Achievements:

**Strategy; Create opportunities for girls and young women to develop their leadership skills, grow their confidence and take up leadership roles in the community.**

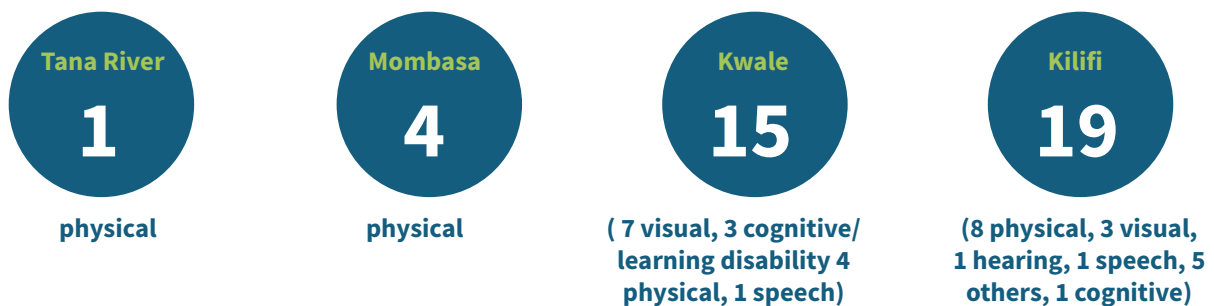
### Girls Registration

Nine thousand one hundred and fifty-five (9,155) girls were enrolled to participate in 2023 programs across four coastal counties namely; Kilifi, Mombasa, Kwale and Tana River counties.

### Registration per county



### Registered girls with disability

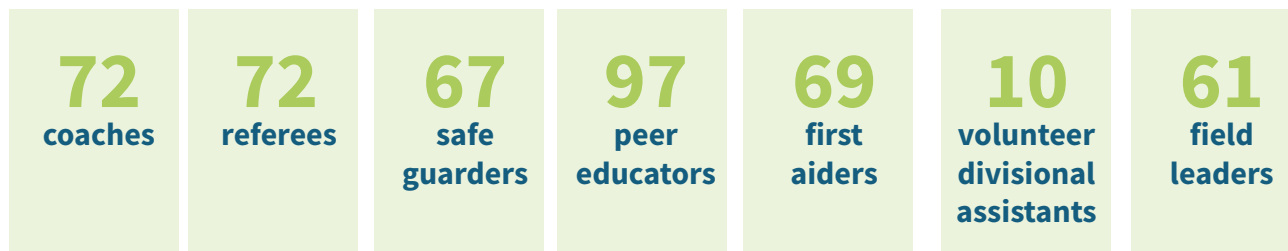


### Leadership Pathways for MTG Girls

MTG girls are trained, mentored and coached through a leadership process. Through experience girls learn and are able to advance and identify their strengths and capacities.



**448 girls were capacitated as leaders in various cadres of MTG leadership roles**



This year 853 girls took up leadership roles within MTG, with 366 serving as leaders in their communities.

**MTG Championship league winners table per county.**

<b>Champions league winners 2023</b>			
	Open age (14 -25)	Under 13 (11-13)	Under 10 (7-10)
Kilifi	Sungura fc	Lion starlets	Amani Star
Mombasa	Young Striker	Chui	Elephant
Tana River	Delta Queens	A heart of champion	Ladies
Kwale	Tusker	Black Mamba	The lion

**Community Service:**

One of the fundamental principles of our program is inculcating values of giving back to their communities. 2000 girls took part in community service activities that were organised by their field committees led by the girls themselves. The following initiatives were organised; tree planting, school clean-ups, visiting the elderly and the bereaved within their communities.

**2000 GIRLS**  
took part in community service activities

**Breakdown of No. of girls involved in community Service**

	No. of Communities	Girls
Kwale	8	606
Tana River	1	100
Kilifi	26	1,294
<b>Total</b>	<b>35</b>	<b>2000</b>

## Strategy; Offer a safe route to professional football opportunities for girls and young women

Every participant at MTG has an equal opportunity to identify and pursue professional football pathways in a safe and gradual manner. The process starts when the girls are 12 or 13 years old with the participants being exposed to options of becoming football players, coaches, referees, or first aiders. The girls serve in their preferred roles in MTG-organised matches with the goal of transitioning to the same role in the larger football ecosystem. In 2023, MTG United Coach; Fathime Tibu acquired her CAF B coaching licence, seven MTG United FC players transferred and signed contracts with other professional clubs such as Police Bullets, GASPO FC, Fortune Ladies, and Bandari Women FC, and six referees were given assignments in external football tournaments.



MTG Participant during the 2023 Champions League

### Football Kenya Federation - Women National Super League (FKFWNSL):

MTG United club participated in the FKFWNSL 2023-2024 league season. The team honoured all its 16 matches and completed the season with a record of four wins, two draws, and 10 losses. Additionally, the team competed in various football tournaments, emerging victorious in the Governor's Cup, Green Heart of Kenya Tournament, and NOCK Beach Games.



Football Kenya Federation  
Kandanda House  
Goal Project, Kasarani  
P.O. Box 49911 – 00100  
Email: competitions@footballkenya.org  
Website: www.footballkenya.org

FKF WNSL Zone A Standings 2023/2024  
As at 18th May, 2024

FKF WOMEN NATIONAL SUPER LEAGUE ZONE A 2022/23									
#	Team	P	W	D	L	F	A	G.D	Pts
1	Mombasa Olympic FC	16	12	2	2	41	15	26	38
2	Kayole Starlet FC	16	11	3	2	34	12	22	36
3	Mathare United Women FC	16	9	6	1	28	13	15	33
4	Uweza Women FC	16	7	3	6	22	13	9	24
5	Sunderland Samba FC	16	7	2	7	24	24	0	23
6	Falling Waters Barcelona FC	16	6	1	9	36	27	9	16
7	Macmillan Queens FC	16	4	3	9	15	30	-15	15
8	MTG United FC	16	4	2	10	17	24	-7	14
9	Kangemi Ladies FC	16	0	2	14	4	69	-65	-4

PROMOTION

PROMOTION PLAYOFF

RELEGATION

### MTG Girls Who Transitioned to Other Women Football Clubs in 2023.

Name	Club
Fridah Bokole	Gaspo Fc
Mwanaidi Karissa	Gaspo Fc
Zipporah Faida	Gaspo Fc
Winfrida Nguma	Gaspo Fc

Name	Club
Mercyline Mwalimu	Police Bullets Fc
Jesca Pendo Kazungu	Bandari Fc
Salama Mariga Gaone	Bandari Fc

## MTG at the FIFA Women's World Cup

For Fathma Mohammed, an alumnus of MTG programs who is also the Divisional Assistant for Bahari Division, participating in a parallel event organised alongside the 2023 FIFA Women's World Cup held in Australia and New Zealand was a dream come true.

Fatuma does not regret her decision to join Moving The Goalposts although her journey was not very smooth coming from a Muslim background. As she joined a gathering of vibrant young leaders during the festival 23 held in Sydney, Australia she couldn't hide her excitement and desire to share her experiences as a sports leader, to learn from other leaders and have lots of fun.

During her visit, Fatuma engaged in various activities focused on leadership, gender equity, safeguarding, inclusivity, and climate action. One of her notable contributions was officiating the Football Three Fair Play Tournament for senior boys at Holroyd High School, which saw participation from over 100 children aged 9 to 15. Fatuma recounted, "While I was at Festival 23, I learned so much and met other like-minded people from different countries. I was surprised to learn that they face the same challenges we face here at home. I also met a remarkable young girl with special needs who I got to spend time with. Gaining her trust and watching over her was a heart-warming experience. It broke my heart when it was time to say goodbye; the girl really cried."

A major part of this experience highlighted the critical message that climate change is a pressing issue, significantly impacting girls and young women in sports. Fatuma emphasized the need for adopting better practices to mitigate and adapt to this global crisis.

Fatuma's participation in Festival 23 not only enriched her own leadership and coaching skills but also brought back vital insights to MTG. Her experience highlighted the importance of climate action and inclusive practices in sports, reinforcing MTG's commitment to creating a supportive and empowering environment for girls and young women.

Fatuma's journey at Festival 23 serves as an inspiration, showcasing the power of international collaboration and learning in driving positive change. With the knowledge she brought back, she is inspired to implement these ideas in her community and teach other girls about the importance of conserving their environment.



*Fatuma Mohammed at Festival 23 in Sydney Australia*



*Fatuma Mohammed among other participants at the opening ceremony of Festival 23 in Sydney Australia*

Throughout the coaching sessions with Football United coaches, Fatuma learned valuable approaches to player engagement. **Her key takeaways included:**

**Starting with Simple Steps:** Begin coaching with basic skills and progressively build up.

**Inclusive Decision Making:** Involve team members in decision-making processes and seek their feedback on coaching sessions.

**Ensuring Inclusivity:** Make sure every team member is included and actively participating.

**Skill Development:** Identify the diverse skills of players and work with them to enhance these abilities.

**Encouragement:** Continuously encourage and support players to boost their confidence and performance.

## The sky is the limit

Fathime has been on a growth trajectory since 2002 when she made a decision to join Moving The Goalposts, from a player and now a coach the sky is no longer her limit.

In 2023 she enrolled for the Confederation of African Football (CAF) B coaching course, an incredible opportunity that continues to elevate her among her peers in the football coaching career and as a role model for many girls who look up to her. She graduated amongst the top 25 coaches. Remarkably, she stood out as one of only two women in this group, marking a significant achievement in a predominantly male-dominated field. Reflecting on her transformative experience, Fathime shared, “It was a great opportunity to learn from seasoned coaches. Acquiring the CAF B license has been a milestone in my coaching journey, and I am eager to encourage more women to pursue coaching courses.” Her words resonate deeply with our mission to empower and inspire other girls and young women to step into leadership roles within sports. Fathime’s journey shows the impact of dedication, hard work, and the support of programs like ours. Her success not only elevates her career but also serves as an inspiration for countless young women aspiring to make their mark in the world of sports. Through her achievements, Fathime continues to pave the way for future generations, demonstrating that with determination and support, there are no limits to what one can achieve.

A top performer both on and off the pitch, Fathime led her girls and the MTG United Football Club to win the inaugural National Olympic Committee of Kenya Soccer Beach Games 2023. They played against 3 teams. The team proceeded to represent Kenya in Tunisia for the African Olympic Beach Games where they automatically qualified for the world beach games that failed to take place.



*MTG United Head coach Fathime Tibu*



*Barry Otieno CEO Football Kenya Federation (FKF), MTG United Head coach Fathime Tibu and Dickson Doyo Secretary General Football Kenya Federation (FKF) Nairobi East Branch*

## Name: Mercyline Masika : Former MTG United Player

Mercyline Masika’s journey with Moving The Goalposts (MTG) began in 2010 when she joined the under-13 category league. From there, her talent propelled her swiftly through the ranks to the under-16 league and eventually into MTG United, the central team, all while diligently pursuing her education.

As a winger, Mercy’s talent and leadership on the field shone brightly, inspiring her teammates and catching the eye of scouts. Her exceptional performance led to her being signed by Kenya Police Bullets FC, a prestigious team competing in the Women’s National Premier League (WPL). Among the shortlisted players from MTG United, Mercy stood out and earned her place with Kenya Police Bullets FC.

Mercy’s journey has taken her from her familiar surroundings to a new community, a transition she describes as a “golden opportunity.” She is determined to make the most of it, with her ultimate dream being to represent Turkey’s national women’s football team.

Moving The Goalposts is immensely proud to have been part of Mercy’s journey, empowering her to reach for the stars and believe that the sky is not the limit. We know that this is just the beginning for Mercyline Masika, and we eagerly anticipate the significant opportunities that lie ahead for her



*Mercyline Masika*

### 3. CLIMATE CHANGE AND ENVIRONMENTAL CONSERVATION;



#### Strategic Objective

**To promote voice and agency amongst girls and their communities on climate change.**

In 2023, MTG embarked on the journey to integrate gender and climate change strategies in the implementation of ongoing programs. Key milestones during the year included the following

#### Strategy Integrate climate change as an MTG program

A very clear structure for implementation of climate change program was developed and this included, identifying community liaison department and by extension community liaison officer to champion climate change in the organization. During the year the department embarked on learning and exchange visits to organizations with strong climate change programs with a gender lens. They also developed a concept note of 5000 USD to American Jewish World Service (AJWS) to support the inaugural climate change program in the community.

#### Strategy Create strategic partnerships with climate change organizations

##### MTG’s Community Liaison Officer Mercyline Zawadi at the Africa Youth Climate Assembly (AYCA)

Mercyline Zawadi is a graduate of geography from Moi University and an alumna of MTG program. Mercy is the champion of climate change at Moving The Goalposts alongside members of her team who are also alumni of the program. She represented Moving The Goalposts at the inaugural Africa Youth Climate Assembly (AYCA), a groundbreaking 3-day summit held at the Kenyatta International Conference Centre (KICC) in Nairobi. This first-ever youth summit on climate change was a landmark event, graced by His Excellency The President of the Republic of Kenya.

The summit issued an ambitious call for African and international decision-makers to “commit to meaningful, inclusive, and systemic embedding of youth engagement in African climate change frameworks and processes.” The primary goal of the summit was to mobilize solutions to climate change, considering both Africa’s development needs and the necessity for increased global action.

During the assembly, stakeholders resolved to:

- Support youth inclusion in climate and development decision-making.
- Invest in green youth entrepreneurship and research.
- Establish a United Nations Youth Office in Africa, among other significant commitments.

Youth participants, including Mercyline, had the unique opportunity to submit their declaration directly to the President of Kenya, voicing their calls for action.

For Mercyline, this summit was an invaluable opportunity to network, interact, and share experiences with other stakeholders. She learned about various initiatives other organizations are implementing towards climate change adaptation and mitigation. The event underscored the critical role of youth in shaping climate policies and highlighted the importance of integrating young voices in the fight against climate change.



Mercyline Zawadi

# 79%

of the girls reported having confidence that their parents would report any incidents of GBV or violation of their rights to the authorities thus assuring them of safety within the communities.

# 65%

of respondents reported a positive impact on their health, attributing it to awareness campaigns and improved access to healthcare resources and services facilitated by MTG

# 29.7%

of the girls and young women reported that they are now aware of sexually transmitted infections.

# 95.7%

of the girls and young women responded that they were aware of the person in the community and safe spaces to go to when in danger.

# 74%

of the girls reported that they know how to take care of themselves during menstruation and are aware of the various products to use when menstruating

# 67%

of girls and young women reported that they felt confident to ask questions on SRHR.

# 73%

of girls reported that men and boys are speaking up against incidences of GBV in their communities.

# 48.3%

of girls and young women felt that they had the power to negotiate the use of contraceptives during sex.

# 90%

of girls and young women demonstrated an understanding of their Sexual Reproductive Health and Rights (SRHR) and how to claim them.

# 59.7%

of the girls and young women in the program reported that they felt safe walking in their communities at night.

# 30.9%

of girls and young women reported that they knew how to prevent pregnancy.

# 58.4%

of the girls and young women reported that they knew where to get contraceptives in their communities.

# 4. HEALTH

(SEXUAL REPRODUCTIVE HEALTH, MENTAL HEALTH, TEENAGE PREGNANCIES AND GENDER BASED VIOLENCE)

## Strategic Objective

**To improve health, wellbeing and ending all forms of violence against women.**

The focus is to increase access to SRHR information and services for girls, enabling them to make informed decisions about their health and reduce risky behaviours. We also engage boys and men in our programs through the Young Men as Equal Partners (YMEP) initiative to promote gender equality, prevent GBV and support the reproductive health rights of girls and young women.

## Key Highlights and Achievements:

9

Young mothers support groups

9

health facilities partners

278

enrolled young mothers

9

meetings conducted

36

young mothers were reintergrated back in school

21

young mothers started small businesses

223

young mothers took up contraceptives

3

young mothers groups started saving groups

## Strategy; Increase awareness of sexual and reproductive health and well-being in girls and young women and in the community.

### Peer Education

To promote access to youth friendly information on reproductive health and services, MTG continued to utilise the peer education approach where girls and young women are trained and equipped with skills to deliver messages in MTG curriculum. The following topics were covered; menstruation, menstrual hygiene, sexual gender-based violence, and mental health. The sessions were packaged in football drills and delivered every Saturday during our program implementation.



**5,052 out of 9,551 girls** were reached with SRHR information



*Sessions are integrated into football drills and held every Saturday.*

## Master Trainers and Peer Educators Training

Some of the roles in which we encourage our players to take up are becoming master trainers and peer educators, these are young girls who are trained on sexual reproductive health topics and in turn they train their peers during the weekly field sessions.

In 2023, 10 master trainers from Kilifi and 97 peer educators were equipped with knowledge on SRHR, GBV, and mental health.



**10** Master trainers

**97** Peer educators trained

**Topics Covered:**  
SRHR, GBV, Mental Health



**Location:**  
Kilifi



## Strategy; Ensure Survivors of Gender-Based Violence receive psychosocial support, are resilient, have access to the reporting and protection support and access to justice.

### Annual Recruitment and Registration of Young Mothers:

The main aim of recruiting and registering young mothers is to check on their progress and guide them in setting their goals. This is done through progress meetings held in community health facilities.

In 2023, nine meetings were held with 278 young mothers focusing on their progress and providing continuous psychosocial support. These sessions significantly improved their confidence, personal hygiene, and access to family planning services resulting in an 80% uptake of contraceptives recorded among them.

## Strategy: Advocate for gender equality and sexual reproductive health (SRH) rights of girls and young women.

There were two separate rulings on two defilement cases where each perpetrator got 20 years in prison. The first case was in Tana River, where a 25-year-old man impregnated a 14 year old girl. And in Bamba where a grandfather defiled his 15 year old grand daughter.

## Strategy Increase awareness of sexual and reproductive health and well-being in girls and young women and in the community.

### Community Engagement

Community engagements are an important part of MTG as this is where we educate the community on our programs and the importance of supporting girls' empowerment. We also use these forums to raise awareness on critical issues that affect the girl.

This year, 26 community engagement sessions were held across the counties of Kilifi, Kwale, Tana River and Mombasa, reaching 1,945 (577 fathers and 1,368 mothers) parents and 1,409 participants. The forums were held to create awareness on Gender Based Violence (GBV), positive masculinity, positive parenting, back to school policy, children's rights, and gender equality.

Community forums					
County	No. of Forums	Male	Female	Girls	Total
Kwale	6	111	272	469	852
Mombasa	3	61	115	328	504
Tana River	3	24	147	104	275
Kilifi	9	99	349	508	956
Kaloleni	5	282	485	0	767
Total	26	577	1368	1409	3354

Table showing the no. of people who attended community engagement forums.



## YMEP Coaches Residential Training

MTG conducted a comprehensive residential training program for 39 male coaches involved in the YMEP project. Recognizing the crucial role of these coaches in promoting gender equality in sports, the training aimed to enhance their skills and knowledge.

The coaches participated in the residential training camp, facilitated by five trainers and supported by three mentors. The program utilized various methodologies, including football drills, case studies, group discussions, and experience sharing. The training covered diverse topics such as self-awareness, values, masculinity, sexual offenses act, and gender-based violence.

In June, an additional training initiative focused on empowering 13 YMEP coaches from Wema, Tana River County took place. Topics included gender equality, self-esteem, sexual reproductive health and rights, and the Sexual Offenses Act.

In total, 52 coaches were trained through these initiatives, demonstrating MTG's commitment to promoting positive masculinity and gender equality.

## Community Dialogue and Sensitization on GBV

Throughout the year, community dialogue sessions on sexual reproductive health and rights (SRHR) and gender-based violence (GBV) were conducted. These sessions made significant strides in creating awareness and fostering positive change. The sessions reached 769 individuals, with a breakdown of 214 males and 540 females.

## Support Supervision-Field Monitoring Visits

Support Supervision-Field Monitoring Visits were instrumental in evaluating and enhancing the effectiveness of the YMEP initiative in Kwale and Tana River Counties. The visits engaged 179 male participants, surpassing targets and contributing to continuous improvement in fostering gender equality and positive male engagement.

## Community Gatekeepers (GTM) Sessions on GBV & SRHR Advocacy

Community engagement initiatives in 2023 addressed GBV and SRHR through targeted sessions. The meetings engaged a total of 78 stakeholders. These initiatives fostered community-led efforts in combating GBV and advancing SRHR.

## Partnership and Linkage Creation for YMEP Players

In 2023, the YMEP program successfully forged partnerships and linkages to address critical gender issues in Kilifi County. Collaborations with PEN Kenya, Kenya Red Cross, Pwani University, and the Kenya-Finland project focused on training gender champions and engaging Members of the County Assembly to strengthen GBV prevention and response.

## Tournament on FGM - Wema field, Tana River County

MTG organized a transformative two-day football tournament on August 24th-25th at Wema league field in Tana River County. The event engaged 131 YMEP participants, promoting community interaction and addressing issues like FGM, SRHR, mental health, and GBV. The tournament demonstrated the power of sports in fostering community awareness and gender-inclusive participation.



GBV sessions in Tana River





## Health Curriculum Review

In the effort to increase awareness on sexual reproductive health issues amongst the girls and young women, there was a review on the MTG health curriculum. The review included the use of simple methodology that would be easy to understand and easy to deliver to the players. As a result, a final curriculum was developed.

## Media Training

In the effort to improve reporting on issues related to sexual reproductive health and well-being from a gender perspective, we work with media stakeholders in Tana River in order to amplify our voice on these issues. We were able to train 13 media personnel were on gender-based violence, improving their ability to report on GBV issues from a gender perspective.

## Success Story

### Shalet Kwekwe Gilo

Shalet Kwekwe Gilo, a young mother from Mbudzi Health Center, faced immense challenges after becoming pregnant following completion of her Form Four studies at Vyambani Secondary School. During her prenatal period, she received no support from her partner and she had to rely solely on her single mother, who stood by her throughout her pregnancy.

The period was marked by significant hardships. Shalet was mocked and laughed at by friends and relatives who believed she had wasted her parents' resources. This ridicule added to her struggles, making her feel like a burden to her mother. Living in poverty, Shalet and her family often went without meals or had only one meal per day. She stayed home, helping with household chores and taking care of her daughter.

In June 2022, Shalet learnt about a young mothers' group at a nearby health facility from a friend. She joined the group, where she received information on self-awareness, family planning, and strategies to achieve her goals despite the challenges she faced.

Shalet was among the young mothers trained in detergent-making skills. This training became a turning point for her. She started working as a casual labourer at a neighbour's farm and managed to save Ksh. 500, which she used to buy materials to produce her first 10 litres of liquid soap. After selling the soap, she reinvested her earnings, eventually growing her capital to produce 20 litres of liquid soap.

Shalet then joined a savings group in her community, where she secured a loan of Ksh 10,000. This loan allowed her to significantly boost her business by purchasing 20 pieces of lesos (traditional cloth wraps). Her business continued to grow, and she now operates with a capital of Ksh 30,000. Today, Shalet is financially independent, able to meet her own needs and those of her family.

During a young mothers' meeting, Shalet encouraged her peers to work hard and utilize the resources and skills available to them to improve their lives. "I am confident that my family will not go a day without a meal as we used to. My desire is to meet the needs of my child and my family at large," she said.

Shalet's dream is to expand her business and become a prominent businesswoman in her area.

# Safeguarding

## Summary

Moving The Goalposts (MTG) has demonstrated commitment to safeguarding children and vulnerable adults within the communities it serves. The Safeguarding Department’s mission is to create a safe and supportive environment through proactive measures, education, and strategic partnerships.

## Key Highlights and Achievements:

### Approval of MTG Safeguarding Policy:

The updated Safeguarding Policy was approved by the Board, reinforcing MTG’s commitment to best practices in safeguarding.

### Capacity Building:

Comprehensive training programs were conducted for 26 staff and volunteers, enhancing their understanding and implementation of safeguarding measures.

### Community Sensitization:

Awareness campaigns reached 1,945 parents, community members, and leaders, fostering a supportive environment for girls and young women.

### Participation in International Days:

MTG hosted Safe Sports Day and participated in the launch of the National Children’s Month, advocating for the safety and rights of children.

### Stakeholder Engagement:

Active participation in platforms such as the Court Users Committee, County Children Advisory Committee, and National Community Service Committee.

### Knowledge Sharing and Networking:

Engagement with platforms like Funders Safeguarding Collaborative (FSC) and International Society for Prevention of Child Abuse and Neglect (ISPCAN), enhancing MTG’s safeguarding capabilities.

### Incident Management:

MTG effectively managed 32 reported incidents, including cases of unauthorized image use, injury, sickness, and defilement, ensuring appropriate support and follow-up.

### Safeguarding Officer Certification:

The Safeguarding Officer completed specialized training on Sexual Exploitation Abuse and Harassment (SEAH) investigations, enhancing MTG’s capacity to handle sensitive cases.

## Case Study



**Name: Momo Ali**

**Age: 22**

At just 22 years old, Momo Ali’s journey with Moving The Goalposts (MTG) has been nothing short of inspiring. Momo, who hails from Kwale County in Bilashaka Field, first stepped onto our turf at the age of 14 as a young football player.

Coming from a Muslim background, Momo faced significant hurdles in pursuing her passion for football. Her parents were initially hesitant about their daughter’s involvement in the sport, fearing it might conflict with their cultural and religious values. However, Momo’s tenacity prevailed. She engaged in open and honest conversations with her parents, gradually convincing them to allow her to follow her dreams.

From those early days of playing on the fields of Bilashaka in Kwale County, Momo has grown into a role model for others. Her dedication and hard work saw her transition from a player to a coach and safeguarder.

Momo has fully embraced the spirit of giving back to her community. She serves as one of MTG’s Volunteer Divisional Assistants, contributing significantly to our mission of fostering a safe and inclusive environment for all participants. Her role involves not only coaching but also ensuring that the values of safety and inclusivity are upheld on and off the field. Momo continues to inspire many young girls in her community, proving that with the right support, they too can achieve their dreams.

# 5. INSTITUTIONAL STRENGTHENING

## EQUAL PLAY EFFECT AFRICA



In November, Moving The Goalposts hosted a landmark convention for the launch of Equal Play Effect Africa, a vibrant initiative rooted in collaboration and shared vision. This powerful project, brought to life by Common Goal, Moving The Goalposts, Soccer Without Borders, and generously funded by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), is a testament to the transformative power of partnership in driving gender equality in sports.



The gathering was a rich tapestry of ideas and commitment, with influential delegates from diverse organizations like Common Goal, GIZ, Kick for Life, Tibu Africa, Soccer Without Borders, Tackle Africa, and MTG itself, all united in a singular mission. The goal was not just ambitious but resonant: to escalate opportunities, catalyze leadership roles for women in sports, and advance gender equality from the grassroots to global stages.

Equal Play Effect Africa is the crucible where strategies are formed, barriers dismantled, and new pathways for women and girls in sports are forged. By focusing on actionable solutions, the initiative aims to create a ripple effect that transcends the boundaries of the pitch; ensuring gender equality is ingrained in the very fabric of communities across Africa.

This convening marked the beginning of a sustained effort to champion gender equality. Through strategic workshops, engaging dialogues, and shared learning experiences, stakeholders mapped out critical steps to embed gender inclusivity in sports programming, policy-making, and community engagement.

The drive towards equal representation and empowerment in sports is not just about fairness; it is about harnessing the untapped potential of half the population. Equal Play Effect Africa symbolizes a movement – one that ignites passion, nurtures talent, and celebrates the indomitable spirit of women in sports across the continent. With every goal scored, every leader shaped, and every community empowered, we edge closer to a world where gender equality is not just aspired to but lived and breathed on and off the field.



Equal Play Effect Africa Delegates at the first convening at Moving The Goalposts.

# FINANCIALS



Foundations and Trusts

**KSHS 29,706,160.51**



Social Enterprise

**KSHS 839,978**



International agencies

**KSHS 37,650,221.40**



Individual Donations

**KSHS 487,027**



Corporate Donors

**KSHS 182,570**



ORGANISATIONAL EXPENSES

**KSHS 68,144,185**



Government Agencies

**KSHS 300,473**



TOTAL NET ASSETS

**KSHS 89,050,962**

# GALLERY



MTG Participant Brenda Udzile Sport Relief Video Link  
[https://www.youtube.com/shorts/YtM1hnh\\_RKs](https://www.youtube.com/shorts/YtM1hnh_RKs)



Winnie Odinga who mentored Brenda Udzile on Effective Communication:  
<https://fb.watch/scWKATjFGu/>



Visit from Maria Felicia Gonzalez from Manchester City.



MTG Executive Director, Dorcas Amakobe at the Girls Opportunity Alliance Network Forum



Deputy governor County Government of Kilifi, Florah Mbetsa Chibule, MTG board member and media personality, Janet Mbugua and a Member of County Assembly



MTG Staff and Friends during The Day of The African Child



Fathime Tibu, Mapenzi Changawa and Mwanaidi Karisa before heading to Tunisia for The Africa Beach Games

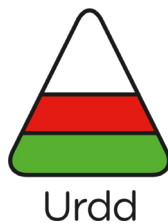


Courtesy Visit from Friends of Lake Turkana (FOLT)

# THANK YOU

To all our partners who have supported us over the past two decades, you are the reason these achievements are possible; thank you!

## OUR PARTNERS





## **Moving The Goalposts**

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