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FOR MORE INFORMATION ABOUT MOVING THE GOALPOSTS CONTACT:  
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**EMPOWERING  
 GIRLS**  
 THROUGH FOOTBALL IN COASTAL KENYA



## Moving The Goalposts Empowering Girls through Football in Coastal Kenya

**M**oving the Goalposts Kilifi (MTG) has been using football as a tool to change the lives of disadvantaged girls and young women since 2002. At MTG girls and young women become leaders by organizing and running league activities and peer education programs on reproductive health, women's rights and economic empowerment. Tunaweza (We can!) is our slogan.

MTG operates in the coastal counties of Kilifi and Kwale where girls and young women face many challenges. Both counties rate among the poorest counties in Kenya with high illiteracy levels. Eleven out of twenty girls proceeds to secondary school. The rate of girls dropping out of school due to transactional sex, pregnancy and early marriages is alarmingly high.

MTG brings girls and young women together to play football, organize their own activities, become leaders and discuss issues that matter to them. And who said that girls cannot play football? Football provides opportunities for girls to excel. MTG works with over 6000 girls and young women between 9 and 25 years.



Our interventions include but are not limited to:

- Annual football leagues organized by MTG members in nearly 50 fields in Kilifi and Kwale Counties
- Training girls and young women in a range of leadership roles such as coaches, referees, first aid providers, field leaders, peer educators, youth peer providers, safe guardians and savings officials
- Peer education on sexual reproductive health and rights, including one on one and group counseling
- Collaboration with and education for parents, teachers and other stakeholders to elevate the position of girls and young women in the communities
- Economic empowerment to improve young women's

- livelihoods through trainings, savings and career guidance
- Commitment to the safety and rights of all children as specified by MTG's Child Protection policy

MTG is an active partner in national and international sport for development networks and acts as a model for other organizations interested in starting their own sport for development programs.

Firmly rooted in the counties of Kilifi and Kwale, MTG aims to expand its geographic reach to other coastal counties to empower even more girls and young women. Additionally, MTG is moving beyond promoting girls' and women's rights locally to advocating for them on a national level.

MTG has added the Young Men As Equal Partners programme to engage boys and men as agents of change to challenge negative attitudes towards female and promote more equitable communities.

MTG is internationally recognized as an innovative organization for empowering girls and young women through sport. MTG won the East African Philanthropy Jury Chairpersons Award in 2012; the Beyond Sport Health Award in 2013; East Africa Cup Award, Beyond Sport UNICEF Safeguarding Children in Sport Award and Africa Youth Enterprise Facility Award in 2015; and the Laureus Sport for Good Award in 2016.

### Leadership

**Doreen Sirya** is one of the young MTG staff members. She joined MTG after high school in 2007. She was trained as a referee, first aid provider, youth peer provider and a counselor. MTG has enabled her to become a professional leader through these trainings and mentorship. Doreen is currently the Education and Livelihood coordinator in MTG. She got inspired to join university to study community development to enhance her professional skills. She is passionate about working with out of school girls to help them identify and explore their potentials. Her dream is to become a professional role model advocating for young women's economic financial independence.



### Awareness



### Empowerment



"I joined MTG at the age of nine and ever since my life has never been the same again. Football has empowered me to think beyond the box and dream big. I am happy to be recognized as one of the heroines by the Kilifi County Government." *Mbeyu Akida, MTG girl and Kenya Harambee Starlets National team player*