



MOVING THE GOALPOSTS

Empowering Girls and Young Women Through Football

1st Quarter E- Newsletter

Dear Reader,

Greetings from Moving The Goalposts!

Welcome to another informative edition of your favourite E-Newsletter, where we keep you in the loop with what's been happening in our community since the start of the year.

Keep reading to find out some of our major highlights during this period, in our mission towards empowering girls and young women through football in the Coastal region of Kenya (Kilifi, Mombasa, Kwale and Tana River Counties).

Kindly note that no portion of this newsletter may be produced or distributed via electronic or hard copy without the consent of Moving The Goalposts.

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Figure 1: An MTG beneficiary standing beside the MTG logo

For further updates on similar developments, kindly follow us on our social media handles:



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If you find any information contained in this newsletter to be factually incorrect, please contact the editorial team using the following address: info@mtgk.org or call 0722 823834

Anthony Owino,
Communications Officer, Moving The Goalposts.



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1. Coping with the COVID-19 pandemic



Figure 2: File photo of MTG coach Fathime Tibu engaging with MTG girls before the coronavirus outbreak.

As the world continues to hold its breath over the coronavirus (COVID-19) pandemic, our hearts go out to each one of you that has been affected in one way or another.

There have been several confirmed cases of the Coronavirus in various parts of the country, especially here in the Coastal region.

As such, we've been forced to put on hold most of our programs particularly those that deal with field and outdoor activities.

Consequently, this decision has kept away more than 6,000 girls from their safe spaces (football field).

Our thoughts are with all these girls and young women, like many other women globally who are at risk of sexual and gender-based violence.

We are reaching out to some of the girls for online counselling and through telephone calls to maintain vigilance and minimize the risk of associated with this pandemic. We are also maintaining this connection in our efforts to protect our girls and young women against exploitation and sexual and gender-based violence.

"I don't want any little girl to be alone when she experiences inequality"- Susie Petrucci in her book, 'Raised a Warrior'.

Additionally, our coaches and staff are constantly engaging our girls, community members and other stakeholders through various platforms to equip them with the necessary information on how to protect themselves and stop the spread of COVID19, while remaining physically active.

Together we shall overcome! *Pamoja Tunaweza!*



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2. Annual Registration of MTG Beneficiaries



Figure 3: Ongoing MTG's annual registration

Football is the cornerstone of MTG's programs, serving as the primary vehicle through which girls and young women get to participate and benefit from our activities. MTG's Annual Registration serves as the entry point for these girls and young women to participate in MTG's programs, especially in playing football safely within their respective community league fields in the company of their peers.

The registration process targets girls and young women between the ages of 9 and 25 years, and so far, has managed to attract over 6,000 girls to the program, before the local outbreak of the Coronavirus pandemic in March 2020.

Our football program not only acts as an avenue for girls and young women to improve their football skills but also provides a safe space, where they can discuss issues affecting them in the community.

Through this program, the girls are equipped with knowledge, tools and necessary resources for them to be able to understand, learn and claim their God-given rights. They are also taught how to take up leadership roles and have a voice in society.

If you know of a girl in any of our 52 communities in the four counties who could benefit from such a program, please keep them informed and encourage them to take part in our next registration!

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3. Manchester City Festival in Kilifi



Figure 4: MTG girls participating in outdoor physical activities during the weeklong (29th February to 7th March 2020) Young Leaders' training held at our offices in Kilifi.

As part of Manchester City Foundation's #SameGoals initiative to inspire the next generation of female footballers, the #Cityzens supported MTG's work in promoting girls participation in their local communities by organizing a football festival in Kilifi for MTG girls.

Dubbed 'City in the Community Festival,' #Cityzens engaged the girls in a weeklong (29th February to 7th March 2020) Young Leaders' training, geared towards developing knowledge and skills to help the young leaders deliver inclusive, high-quality football and community activations focusing on four pillars:

- Leadership
- Community Coaching
- Social Impact
- Project Management



Figure 5: MTG girls participating in outdoor physical activities during the weeklong (29th February to 7th March 2020) Young Leaders' training held at our offices in Kilifi.

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4. Accelerating Gender Equality on the Pitch



Figure 6: MTG's Executive Director Dorcas Amakobe poses for a photo with Fathime

MTG, led by our Executive Director Dorcas Amakobe, marked this year's International Women's Day (March 8 2020) celebrations by participating in the launch of **The Global Goal 5 Accelerator** in Kampala, Uganda.

The **Global Goal 5 Accelerator** takes a collaborative approach to advance gender equality through soccer and sport-for-development organizations. This 10-month program addresses barriers for women and girls holistically: on the pitch, on the sidelines, in organizations, and the media.

As part of a regional cohort, organizational leaders and female coaches participate in an intensive in-person workshop focused experiential learning opportunities, sharing best practices, and creating organization-specific Gender Action Plans with commitments to advance their progress.

The GLOBAL Goal 5 Champions bring their learnings and action plans back to local communities, and are supported to accelerate their progress toward their Goal 5 commitments <https://www.un.org/sustainabledevelopment/gender-equality/>
We are excited to be participating in this meaningful movement!

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5. Our Girls' Voices Go International



Figure 7: MTG Girl Brenda Udzile with her mother

We are delighted to have hosted our partners from *Comic Relief* and *BBC News UK*, who visited Kilifi in January for the Sport Relief Filming project.

The personal stories from the girls filmed highlighted the impact of our 'Pathways to Bridges' program, funded by Comic Relief. They visited some schools within the local communities and passionately interacted with the girls even as they listened to stories of how football had positively transformed their lives.

Brenda Udzile; a bright young safe guarder, **Joyce Linah Khamisi**; an upcoming football star, and **Fathime Tibu**; the youngest football coach in the National Women Division One league, were some of the girls who featured in the film.

Watch the video here: <https://twitter.com/MTGKilifi/status/1238720991737581568>

This was also an opportunity for the visitors to identify prevailing needs for further programmatic and funding interventions to help achieve the Sustainable Development Goals focusing on ending poverty and tackling inequality. They also documented MTG's key achievements over the years.

All in all, as a result of the visitors' effort in collaboration with MTG, the stories of these girls will soon be screened internationally.

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6. MTG Welcomes Two International Volunteers



Figure 8: Bridget and Libbie squaring it out in MTG's football field

Ms Bridget Black and Ms Elizabeth 'Libbie' Ruffin finally joined us under the 'Women's Sports Corps Fellowship Program', a unique joint venture between *Women Win* and *Soccer Without Borders*.

Bridget and Elizabeth bring in vast experience in sport for social change to advance gender equity through female coaching and capacity development for our girls, volunteers and staff members.

Unfortunately, the duo travelled back due to the COVID_19 threat. Nonetheless, we are hopeful that once normalcy resumes, they will join us again.

Bridget joins the Leadership Development department, while Libbie supports with the Partnership and Resource Mobilization department.

Welcome to MTG Bridget and Libbie!

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7. Bundesliga Youth Ambassadors Program



Figure 9: MTG Bundesliga team; from left Mariam Samini, Precious Jilo, Mary Magdaline, Omar Athumani, Sofia Balozi and Samuel Peter.

Congratulations to our six young leaders for having qualified for the Bundesliga Youth Ambassador programme.

The 20-month programme is a flagship youth leadership initiative offering young leaders from Kenya and Vietnam opportunities to learn, grow and create a positive social impact in their communities.

Other benefits that our youth leaders will gain from the program include:

- Participation in workshops and football-for-good festivals
- Training sessions led by German coaches from Bundesliga clubs
- Public speaking and media training
- Other educational opportunities in youth leadership and community engagement.

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