

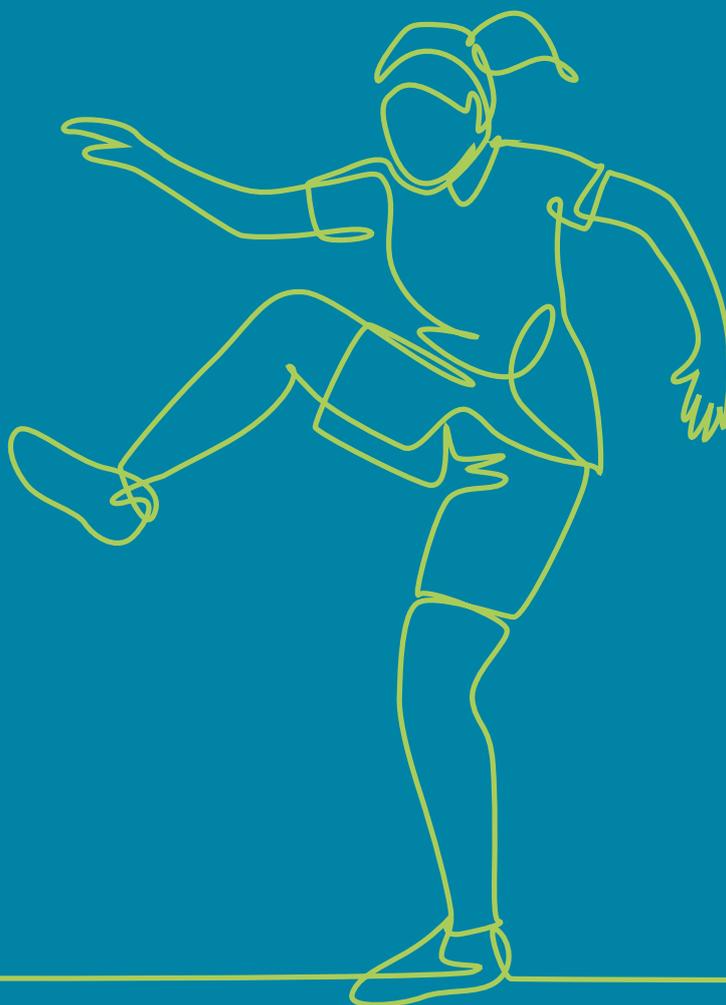


MOVING THE GOALPOSTS



2022 ANNUAL REPORT

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



ACRONYMS

AIDS	Acquired Immune Deficiency Syndrome
CIDP	County Integrated Development Plan
CSO	Civil Society Organization(s)
CV	Curriculum vitae
FGM	Female Genital Mutilation
FIFA	Fédération internationale de Football Association
FKF	Football Kenya Federation
GBV	Gender Based Violence
GSU	General Service Unit
HIV	Human Immunodeficiency Virus
KAACR	Kenya Alliance for Advancement of Children's Rights
KDHS	Kenya Demographic Health Survey
KECOSCE	Kenya Community Support Centre
MCCN	MTG Coast to Coast Network
MNCH	Maternal New-born Child Health
MTG	Moving the Goalposts
ODPP	Office of the Director of Public Prosecution
SDG	Sustainable Development Goals
SRHR	Sexual Reproductive & Health Rights
STI	Sexually Transmitted Infections
TOT	Trainer of Trainers
TVET	Technical and Vocational Educational Training
UNESCO	The United Nations Educational, Scientific and Cultural Organization
UNFPA	United Nations Populations Fund
YMEP	Young Men as Equal Partners
YPP	Youth Peer Providers

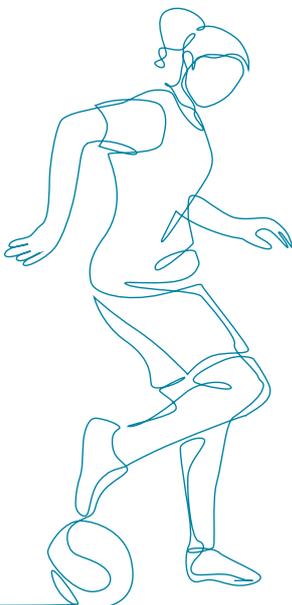
MESSAGE FROM THE BOARD CHAIR

Dear Stakeholders,

It is with great pride and gratitude that I reflect on the remarkable achievements of MTG in 2022. Throughout the year, our organisation witnessed a significant increase in girls' participation and access to opportunities in football both within and beyond MTG.

We celebrate the outstanding performance of our girls locally and abroad; Esse Akida was awarded 2021-2022 top scorer by the Panhellenic Association of Paid Footballers and Women Footballers in Greece. Nelly Kache, an MTG United Striker, emerged as the FKF Women Division One league's top scorer with an impressive tally of 26 goals. Nelly's exceptional skills earned her a spot in Fountain Gate FC in the Tanzanian Premier League.

We are excited to announce the ongoing plans to establish the MTG Academy to further empower and develop the talent of young girls through sports. It is inspiring to witness more girls assuming leadership roles within and outside MTG, signalling a positive shift in gender dynamics.



Our commitment to sexual and reproductive health and rights (SRHR) has yielded significant results as we reached 3,337 adolescent girls and young women through our awareness sessions in the community. As my tenure ends as Board Chair, I express my deepest gratitude to the MTG community for their unwavering support, dedication, and commitment to empowering girls and young women in the coastal region of Kenya.

Together we have achieved remarkable milestones, and I am confident that under the new leadership, MTG will continue to thrive and make an enduring impact on the lives of those we touch.

Sincerely,

Alice Owuor

Board Chair

WHO WE ARE

Moving The Goalposts (MTG) is a sport for development organisation established in 2002 in Kilifi County, located on the Kenyan Coast. We use football to empower girls in the rural and urban areas of the coast region.

MTG uses a rights-based approach focused on sexual and reproductive rights, health, and choice. More than nine thousand girls aged 9 – 25 participate in tournaments and ongoing leagues in Kilifi, Kwale, Mombasa, and Tana River counties.

MTG leagues are youth-led and managed and include girl advocates promoting healthy sexual choices, financial independence, and female leadership. Girls are also encouraged to take up more leadership roles in their communities.



VISION

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



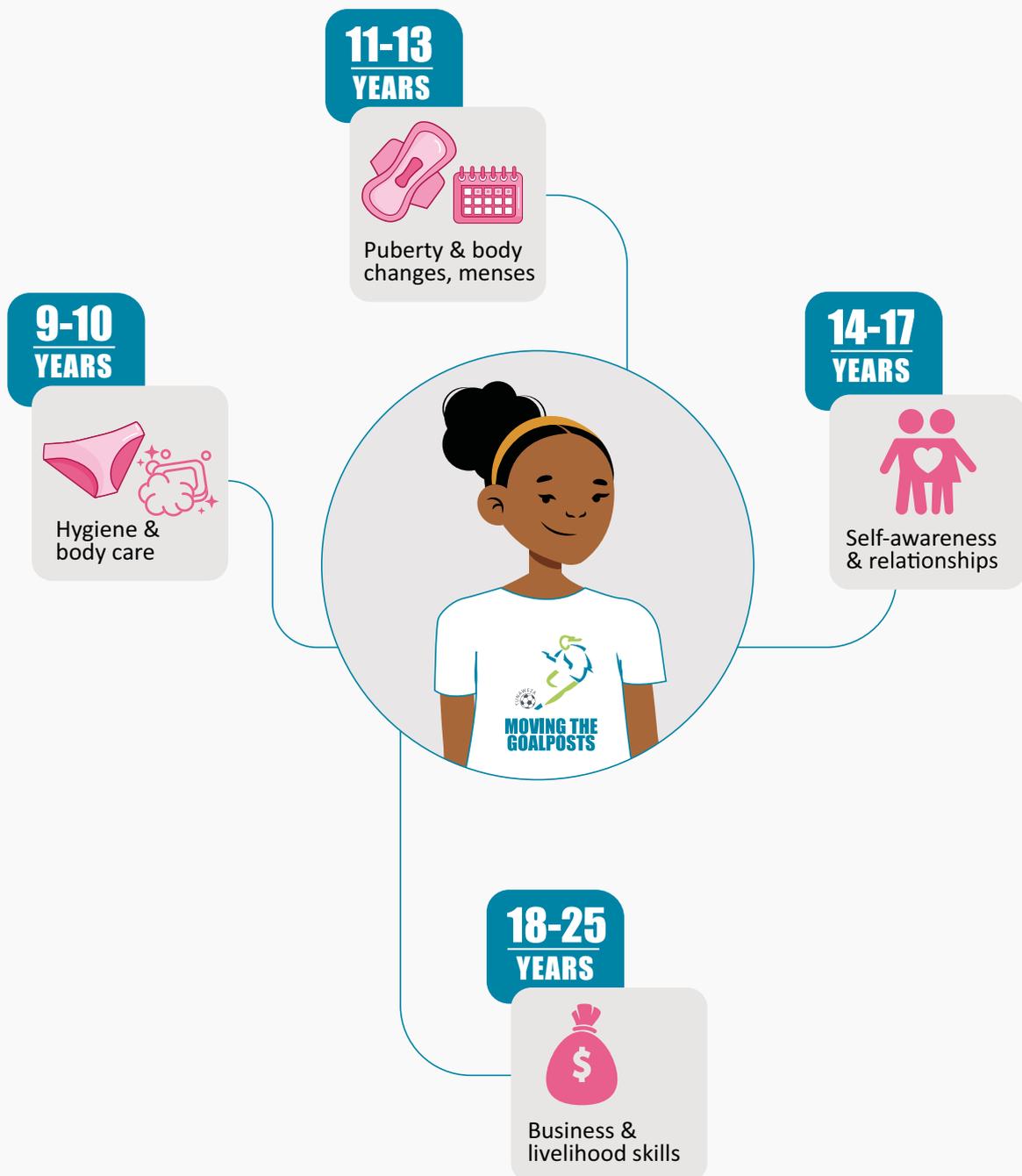
MISSION

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.

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, 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



2022 SUMMARY



\$50,000

RAISED ON GOFUNDME TO SUPPORT GIRLS TO ACCESS SPORTS AND EDUCATION IN KENYA

1

LOSS OF COMMUNITY THROUGH FEMICIDE

52

COMMUNITIES SERVED



2022-26

STRATEGIC PLAN LAUNCH

4

COUNTIES OF KENYA SUPPORTED – KILIFI, KWALE, MOMBASA & TANA RIVER



MARIAM MAPENZI CHANGAWA WON THE OUTSTANDING LEADERS AWARD 2022 IN LONDON



IMPACT 2022

A. MTG SPORTS AND COMMUNITY

8,890

GIRLS AND YOUNG WOMEN SIGNED UP FOR THE MTG FOOTBALL ACADEMY.

6,154

GIRLS AND YOUNG WOMEN ATTENDED FITNESS SESSIONS.

2,131

MTG GRASSROOTS LEAGUE MATCHES PLAYED

216

GIRLS AND YOUNG WOMEN REACHED THROUGH CAPACITY BUILDING.

64

GIRLS AND YOUNG WOMEN TRAINED AS TOTS.

132

FOOTBALL PRACTICE SESSIONS WERE CONDUCTED.

43

GIRLS AND YOUNG WOMEN WITH SPECIAL NEEDS SIGNED UP FOR THE MTG FOOTBALL ACADEMY.

12

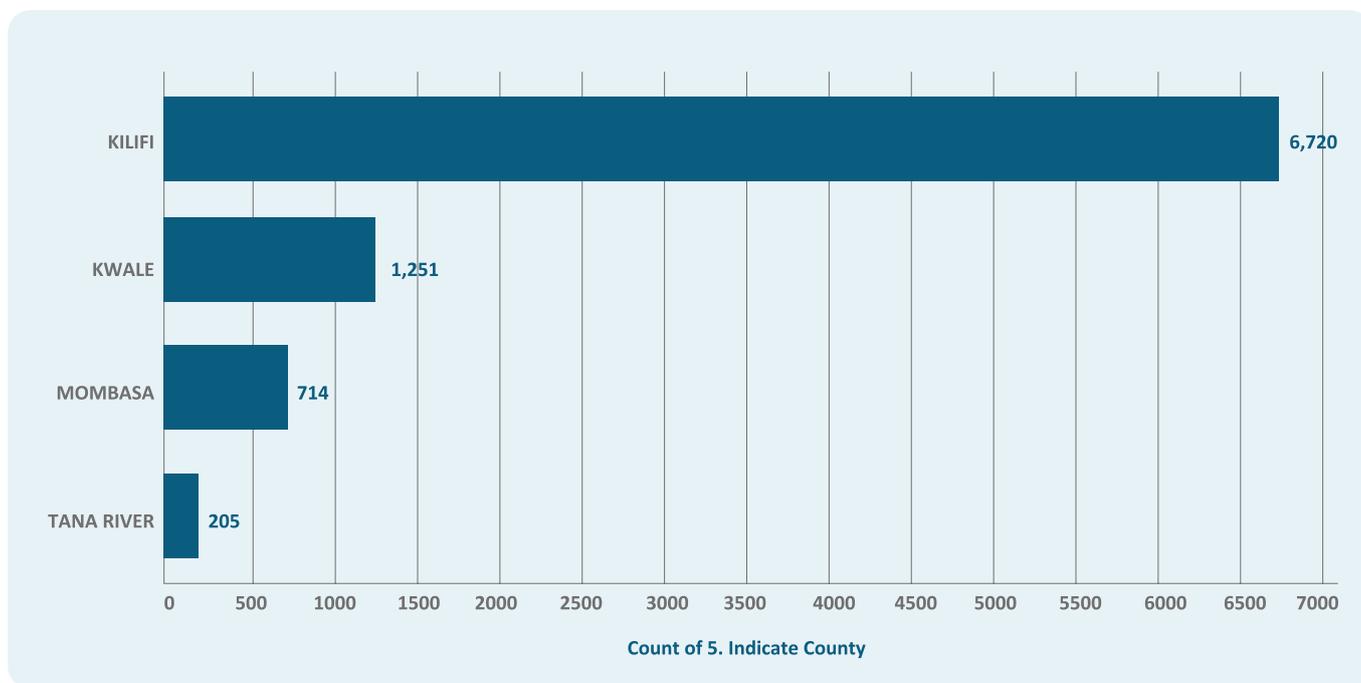
WINNERS WERE CROWNED IN THE GRASSROOTS LEAGUES.

40

GIRLS AND YOUNG WOMEN WERE SCOUTED TO JOIN LOCAL FOOTBALL LEAGUES.



Girls and young women aged 9-25 were registered across varied socio-economic, health, ability, identity, gender, sexual orientation, nationality, ethnic, religious, and cultural backgrounds. Fitness sessions are held regularly with the girls to improve their general well-being while enhancing their football skills; the sessions are also a good opportunity for the leaders to build their sports leadership capacities. The sessions were conducted using the coaching curriculum, which comprises skill-related sessions such as dribbling, passing, and goalkeeping.



2022 REGISTRATION AGE DISTRIBUTION PER COUNTY

AGE GROUP	TANA RIVER	KWALE	KILIFI	MOMBASA
U10	44	245	1268	149
U13	45	371	1989	214
Over 18	116	635	3463	351
TOTAL	205	1251	6720	714

Of the 8,890 girls registered,  **36%** (n=3,158) accounted for new girls being integrated into the programme for the first time.

1. MTG AT MANCHESTER CITY

In June 2022, Mariam Mapenzi, an MTG United, Seniors team player, was one of the fortunate 40 young leaders from 20 cities worldwide selected for a five-day football-based leadership summit at City Football Academy. This is the home of the renowned English Premier League club Manchester City.



Mariam Mapenzi (front row second from left) holding her certificate with other youth leaders awarded at the 2022 Young Leaders Summit in Manchester City Football Club, UK.

Mariam learnt more about what it takes to build an international career in professional football. She met some Man City trainers and staff and interacted with other young footballers and leaders using sport to transform their communities. Mariam was awarded the outstanding leadership award for promoting sexual and reproductive health rights and education in league fields in Kenya. Mariam now has her eyes set on building her career as a professional footballer as part of the Manchester United Women’s Football team. Read more on Mariam’s story here <https://mtgk.org/blog/aiming-for-the-stars-qbp8dtr>



Amina Fondo also joined Mariam and, following the Summit, formed a local team from her community, sensitising it on gender-based violence and how to seek help. Her confidence has grown as she leads her community and the MTG United Seniors team as its Captain.

2. GRASSROOT LEAGUE MATCHES

MTG held its annual girls’ grassroots football leagues (under 10, under 13, 14 – 25 (open age) for MTG-registered girls in Kilifi, Kwale, Mombasa and Tana River counties. During the league matches, as part of the sports, we constantly remind the girls and young women of their health. We always integrate peer education as part of the minor league matches.



The peer education sessions are conducted in a team-building formatted discussion fused with fun and play, which provides a calm space for girls to discuss leadership, mental health, sexual health, and rights with peers.

During the year, 2,131 league matches were played across the different league categories.

3. MTG TOURNAMENTS

NIKUMBUKE LEAGUE

MTG organised this league in partnership with Rutgers University, USA, and it ran concurrently with MTGs annual league. The theme “Be kind to your mind” reminded the participants and spectators of the importance of mental health and psychosocial support. The league targeted out-of-school girls and young women from Kilifi County. The league celebrates girls’ football skills and commitment to utilising football to improve health, leadership, education, and livelihood.



CHAMPIONS LEAGUE

The 2022 Champions League was organised to coincide with the 16 days of Activism in partnership with UNESCO. The league demonstrated how football can create safe spaces for girls and young women to nurture their talent, grow their leadership skills, and become change agents. The games were played in Kwale and Kilifi counties, reaching 931 players and 376 community members during cluster matches and finals.

28 players were scouted during the matches to join MTG United elite junior teams, increasing the total number of girls scouted in 2022 to 40 (28 scouted during the championship and 12 during the annual leagues).



12 winners were crowned as champions for 2022. The matches were officiated by trained girls in various leadership cadres, i.e., referees, first aiders, and coaches culminating in the champions league, which was UNESCO sponsored.

PLAYED	WON	DREW	LOST
20	15	3	2

MANCITY TOURNAMENT

MTG organised the Mancity tournament to promote mental health through sport. The tournament’s theme was ‘akili yangu afya yangu’, meaning ‘my mind my health’ in Swahili. The tournament targeted out-of-school girls within Kilifi County to combat the stigma of the growing cases of mental illness within the community. 147 players participated in the tournament.

4. FOOTBALL KENYA FEDERATION (FKF) WOMEN DIVISION ONE LEAGUE

MTG United (Senior team) played 20 matches, home and away. The table below summarises the performance.

PLAYED	WON	DREW	LOST
20	15	3	2

The FKF Caretaker Committee promoted the team to the Women’s Premier League. The committee was serving as an interim governing body for national football following the suspension of FKF by FIFA. But due to FIFA rules of the Kenya National Caretaker Committee, the team’s promotion was not recognised, relegating the team to Division One.

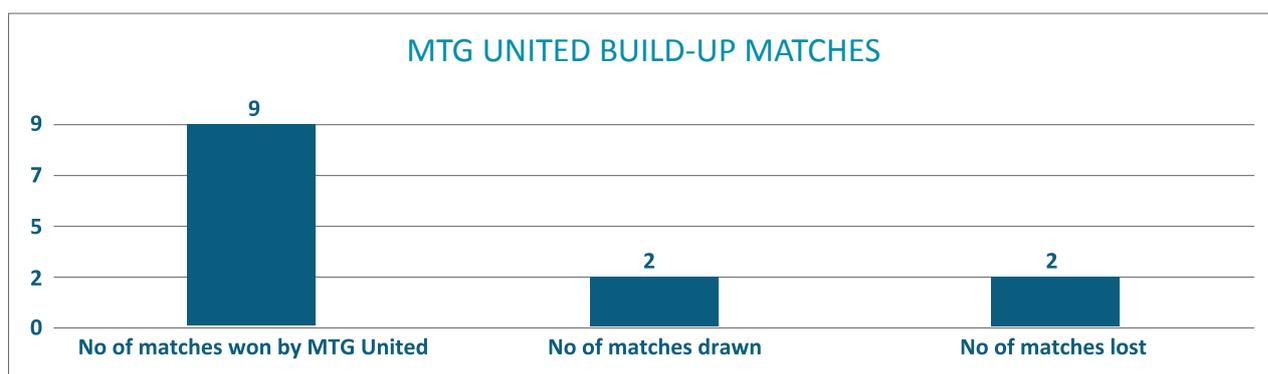


Despite this, MTG United’s striker **Nelly Kache** was recognised as the **Women’s Division One League overall top scorer** with 26 goals. She was scouted and joined Fountain Gate FC in the Tanzanian Premier League.

“I promised myself to work twice as hard this season so people from other regions can know of MTG and that Kilifi is a hub for football talent,” observes Nelly Kache.

5. BUILD UP MATCHES

13 build-up matches were played against teams within the coastal region; the friendly matches assessed players’ capabilities and possible weaknesses before the actual league matches. It also created playing opportunities for all players to showcase their abilities.



6. BUILDING THE MTG SPORTS ACADEMY

MTG is in the process of establishing the MTG Academy. The Academy’s concept and implementation plan is in place, and coaches have been allocated. At the same time, the management of the Academy and the constitution are being reviewed and finalised.

7. COMMUNITY SENSITIZATION FORUMS

The Community Engagement department links the community and the organisation. It builds the communities’ resilience and ownership of MTG’s projects while influencing them positively to champion girls and young women’s rights and shuns retrogressive cultural practices.

38 community sensitisation forums were conducted, reaching 3,608 community members. The topics discussed included gender-based violence, teenage pregnancies, school re-entry policy and, most importantly, informing them of the MTG programs and receiving feedback to improve community programming.



8. GENDER BUDGETING

Two meetings were held to train the Kilifi County Government Technical Working Group committee members on developing citizen manifestos. And they were identifying implementation gaps in the County Integrated Development Plan (CIDP) and the controller of budget reports. Through this process, MTG provided sports insights to the county’s citizen manifesto.

Some of the recommendations included:

- i.) The target percentage of boys/men and girls/women to reflect on the budget/plan and the number of persons employed in sports and recreation-related industries.
- ii.) The target percentage of the resource allocation benefiting boys/men and girls/women to reflect on the budget/plan in sports.
- iii.) Ensure equitable allocation and implementation of the sports budget to enhance equity in sports and benefit both genders.
- iv.) Ensure equitable distribution of sports opportunities and resources for boys/men and girls/women across the country.

9. RESIDENTIAL LEADERSHIP TRAINING

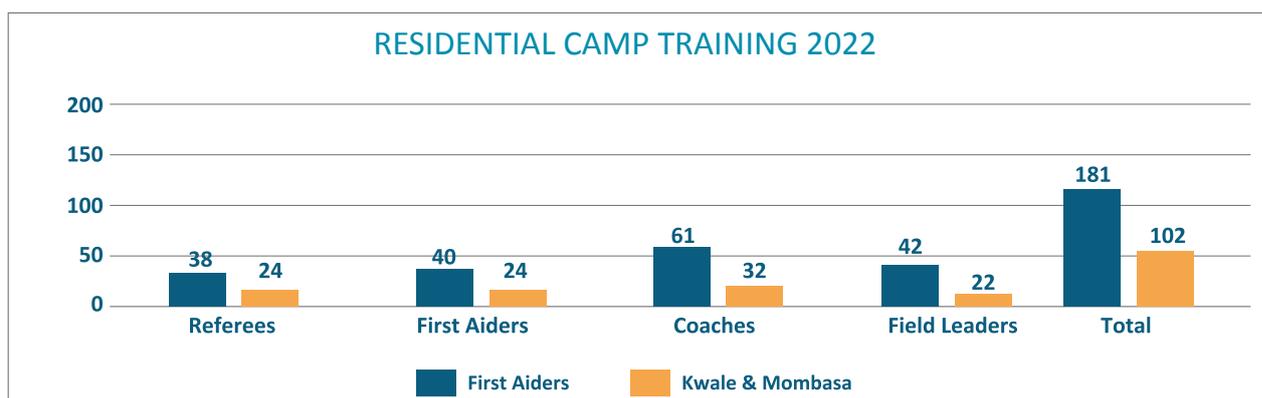
283 leaders were trained during the April residential training camp. The young leaders play a pivotal role at the MTG league fields implementing its activities and positively impacting the lives of many girls and women in the communities, providing interactive gaming discussing mental and reproductive health, leadership, and rights.

1,219 girls and young women took up leadership roles. 855 within MTG and 364 in their communities as Christian and Muslim leaders, group leaders, health officers, village elders, girls chairing committees at community level, saving group officials, Christian Union leaders, CS Justice, Law and peace, senators, child welfare officers, storekeepers, ICT and library managers, in school as prefects, presidents, Ministers for sports, education or environment, class monitors, Speakers and Deputy Speakers, book collectors, Governors, secretaries and commandoes.

10. TRAINING OF TRAINERS

Eight training of trainers (ToTs) sessions were held for coaches, referees, first aiders and field leaders, reaching out to 64 leaders across all the divisions.

Eight additional capacity-building meetings reached 216 leaders: coaches, referees, first aiders and field leaders. The training offered technical and life skills training and prepared trainees for better execution of their roles in the league fields. The leaders supported MTG staff in delivering field-level mentorship sessions and improved coaching. Increased confidence and knowledge were observed among the leaders while chairing and facilitating sessions during meetings at the divisional level and field level, thus adding more mentors and change agents in the communities.



B. HEALTH



3,337

GIRLS WERE REACHED WITH SRHR INFORMATION.



2,230

PARTICIPANTS TRAINED ON SRHR THROUGH YOUNG PEER PROVIDERS (YPP) PROGRAM.



937

PEOPLE WERE REACHED THROUGH COMMUNITY DIALOGUE ON SRHR.



658

GIRLS AND YOUNG WOMEN REACHED WITH DIGNITY PACKS AND EDUCATION ON MENSTRUAL HEALTH AND HYGIENE.



273

PARENTS PARTICIPATED IN AN ANTI-FGM FOOTBALL TOURNAMENT IN TANA RIVER COUNTY.



138

TRAINED IN DETERGENT MAKING FOR INCOME GENERATION AND PERSONAL HYGIENE.



101

PEER EDUCATORS WERE TRAINED ON SRHR.



51%

OF YOUNG MOTHERS IN THE MTG PROGRAM ARE ON CONTRACEPTIVES TO PREVENT FURTHER UNWANTED PREGNANCIES.

The health program informs girls and young women about wholesome healthcare, from mental to reproductive health and rights. We provide this information through trained peer educators who undergo rigorous and continuous training developed by MTG on health topics ranging from COVID-19, menstruation, consent, teenage pregnancy, HIV/AIDS, family planning, mental health etc.

“I was not aware that everybody at some point experiences an unhealthy mind. I thought that being mentally unhealthy is associated with people who walk naked and talk to themselves,

but that’s not the case. Now I know the signs of poor mental health, which has enabled me to identify myself and others, provide first aid, and seek help when needed.” Jackline Kazungu, MTG member, Muyuni league field.

“I had a tendency to hastily make decisions before having a deeper thought. With this knowledge, I realise that gathering information before deciding is quite important since it will help me to make appropriate decisions. Thank you so much for the session; for sure, it’s an eye-opener.” Florence Ushidi is an open-age player from the Rare League field.

1. Young Mothers Programme

MTG is keen on ensuring that girls are enrolled, retained, and transiting to the next level of education regardless of their socioeconomic circumstances. The Young Mothers programme is a vital link in the SRHR agenda and strives to build the capacity of young mothers with the information necessary to access health services and have the confidence to build a future with a more positive outlook and resume schooling, where possible.

In 2022, MTG mapped nine health facilities in Kilifi County for partnership in health service provision through the **“Binti Nawiri”** project. This resulted in forming support groups known as **“Binti kwa Binti”**, Swahili for **“girl to girl”**, in partnership with the Kilifi County Department of Health.

251 adolescent/teenage mothers were recruited and linked to these facilities to increase access and uptake of MNCH and SRHR services such as family planning and contraceptives. As a result, 51% of young mothers were on contraceptives by the end of the year.

This has seen a steady increase in young mothers consistently attending their pre- and post-natal clinics compared to previous years. This could be attributed to the change in strategy at the health facilities through the formation of support groups linked to the health facilities and the continuous transformation of these facilities to embrace youth-friendly service provision.

These safe spaces have seen 18% of young mothers re-integrate into school, with two young mothers applying and qualifying for the Kenya Commercial Bank (KCB) education scholarship support interviews.

“Having been informed of the importance of education and accepting that giving birth or being a young mother is not the end of one’s life, I feel so encouraged and can’t wait to return to school to complete my studies. I feel motivated and look forward to joining school next year.” Amina Julius, 15-year-old class seven dropout from Dzikunze Primary School.

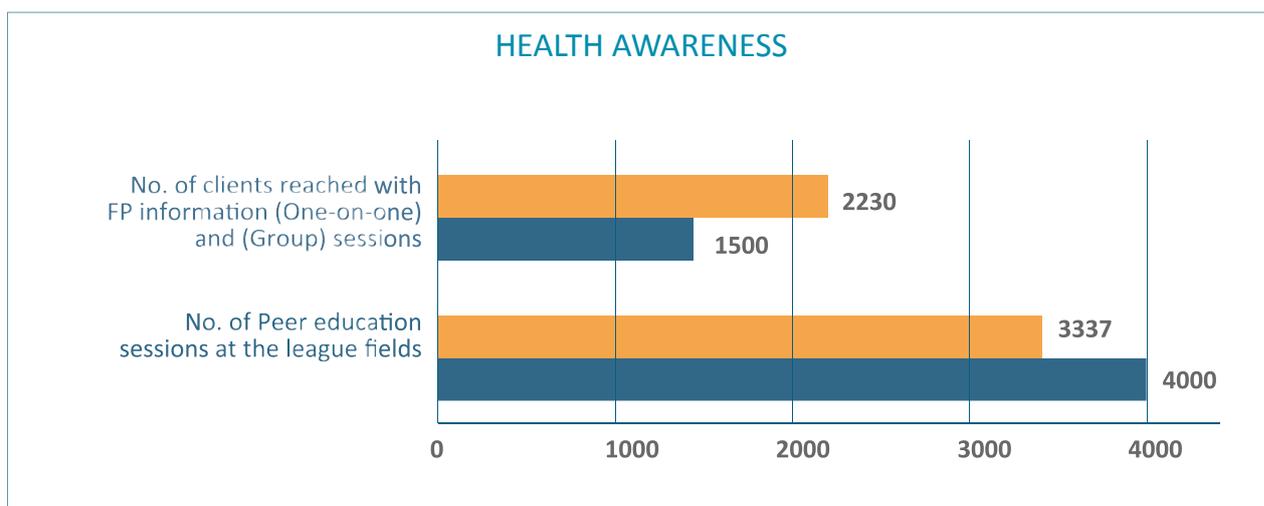
“I don’t regret getting back to school. I feel motivated that I should continue to achieve my goals. After every meeting, the knowledge we gained was monumental, giving me hope to continue my studies despite my challenges. I thank this programme because it allows me to share my experience, learn new things and make new friends.” Margaret Idza Chiriba, a 15-year-old with a nine-month-old baby, is in class eight at Mitangani Primary School.

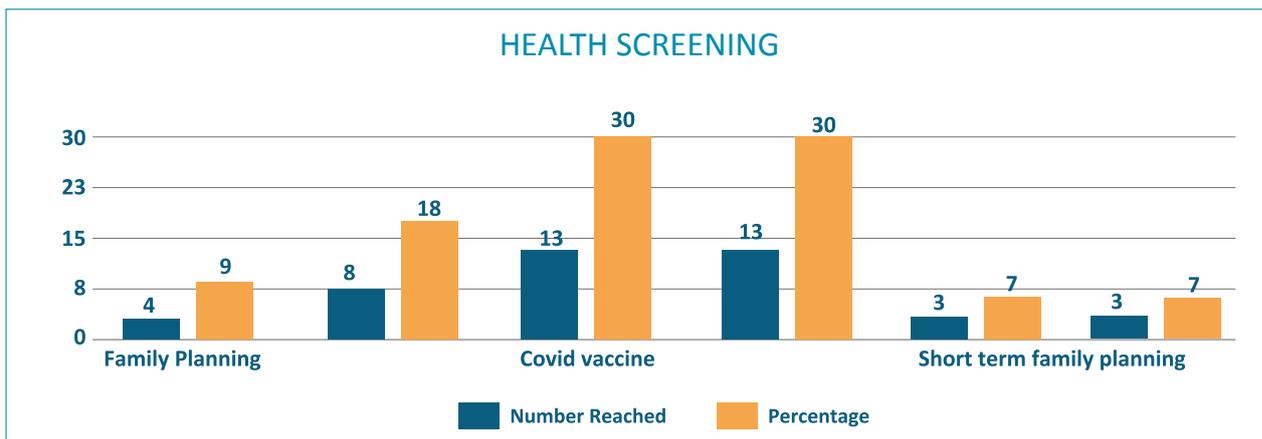


2. Youth Peer Providers (YPP) training

Youth Peer providers are young women in the community who volunteer their time to reach out to peers who need SRHR services and information within Kilifi, Kwale, Mombasa and Tana River counties. 35 youth peer providers (YPP) were recruited and trained on content and delivery in the year 2022. Their capacities were enhanced with knowledge of adolescent and youth sexual and reproductive health issues and their role in the linkage and referrals to health facilities for SRHR services such as family planning services, HIV testing services and other maternal health-related services such as cancer screening and testing.

The YPPs were instrumental in reaching out to adolescents and young women on SRHR in a friendly/ non-judgmental, and confidential manner since some girls would shy off if this were done at the health facility. All these exist to reduce the number of unintended pregnancies and unsafe abortions.



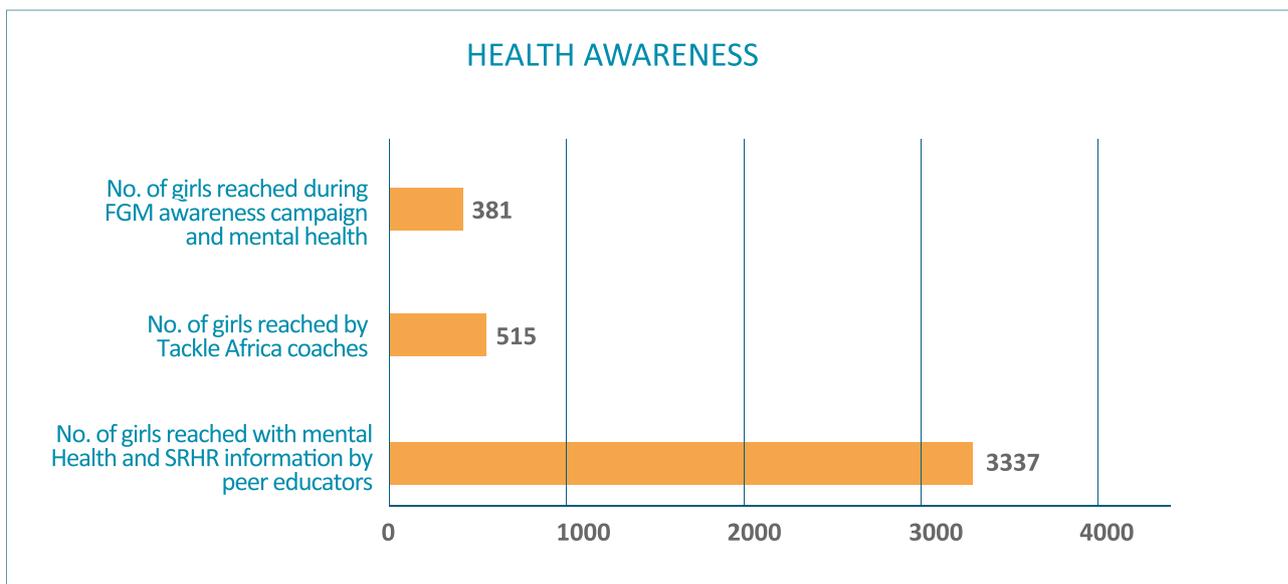


3. Mental Health - Training of Tackle Africa Coaches

Mental health has emerged as one of the main issues that young people deal with daily due to the pressures of everyday life and stress from different socio-cultural issues. Despite its significance, little has been done to address it while the signs are becoming apparent in the communities.

MTG has taken this up in its new 2022-2026 Strategy as a new area of programming. During the reporting period, 17 coaches were identified and trained on basic mental health strategies to provide a link to the beneficiaries regarding this emerging aspect. They conducted mental health sessions with support from the staff, reaching out to 515 girls. During the session, girls and young women increased their knowledge of mental health using specific drills guided by the Tackle Africa Manual.

“Lack of knowledge has made us expose our girls to harm. We must do away with the cultures that no longer benefit our children. Let’s work together as parents to end this harmful practice,” said Sarah Abio, a parent from Tana River County.



C. YOUNG MEN AS EQUAL PARTNERS (YMEP)



YMEP was established to build a community of boys and young men as champions for girls’ and women’s rights, fighting retrogressive and suppressive cultures and promoting masculinity. Coaches are well equipped with skills for effectively delivering the YMEP curriculum to their peers in the league fields and ensuring they understand emerging issues.

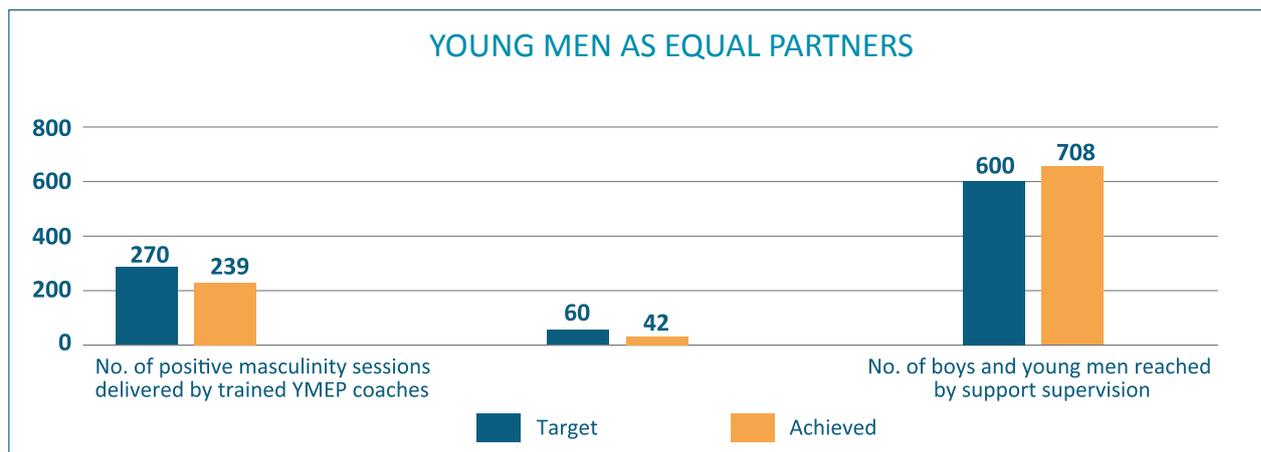
42 coaches drawn from all the counties were trained. The YMEP coaches embarked on raising awareness on SRHR & GBV among their peers, with one of the teams recording a skit to use as an evidence-based intervention (EBI) in raising awareness on their social platforms. (<https://youtu.be/RHfL29tJFJQ>) a total of 239 sessions were conducted, reaching out to 708 boys and young men.



¹Tackle is a UK founded organisation who recognises the potential of football as a means of bringing people together and providing a platform from which to convey hugely important messages about health.

“Since he joined the YMEP team, I have seen my brother engage in household chores, which he previously considered a girls’ and women’s role. He has been supportive, especially in fetching water, given that we are facing a drought and other household chores. I further see him sharing lessons learnt during the YMEP sessions with our parents and his peers,” said Christine Karisa from Ganze sub-county, sister to one of the YMEP coaches.

The YMEP participants were rewarded with 50 boys’ dignity packs, which motivated them to further their knowledge in understanding the adolescent changes through the delivery of the SRHR session with emphasis on their role in supporting girls and women, especially on menstrual health hygiene.



One MTG YMEP Officer was among 30 youths drawn from East Africa engaged in a week-long training on advocacy strategies and campaigns in efforts to realise sustainable development goals (SDGs). The officer was equipped with advocacy skills to address an array of issues, especially poverty eradication (SDG 1 & 2), gender equality (SDG 5), and good health and well-being (SDG 3). Participants were further engaged in strategies to onboard the media as an ally during advocacy. Participants additionally had a session on pitching select parliamentarians to encourage them to lobby the passing of bills that will aid in providing decent jobs, especially for youth, and increasing financing in the County Gender departments to curb increased cases of GBV.

D. MTG ADVOCACY

According to data shared during the official opening of Kilifi Law courts, January and February 2022 recorded over 200 reported cases of GBV. This prompted MTG to launch campaigns against GBV, which involved a partnership with Kilifi County Gender stakeholders in the forefront to champion anti-GBV and Gender policy finalisation.

The partners released a joint press statement calling out the relevant state actors to act on and ensure the domestication of the policies. The draft policies are currently at the Kilifi County Assembly chambers undergoing discussion and review before proceeding to the Governor for assent.

443 community members joined a procession in Kilifi County to raise awareness and demand justice on the rising nationwide cases of GBV and femicide.

Following advocacy efforts by MTG, which involved lobbying, press releases and picketing in Kilifi County, a gender desk was set up in Vitengeni Division in Ganze sub-county Kilifi County to respond to GBV cases effectively.

E. EDUCATION AND LIVELIHOODS

The Livelihoods Program focuses primarily on project management, financial literacy, entrepreneurship training, and promoting school re-entry for those who have not completed or dropped out of school. MTG partners with organisations to facilitate this training and sponsors young women in our communities.



856

PARENTS SENSITISED ON SCHOOL RE-ENTRY ENCOURAGING THEIR CHILDREN TO RETURN TO SCHOOL TO COMPLETE THEIR EDUCATION.



318

GIRLS USED THE MTG MOBILE LIBRARY TO ACCESS EDUCATIONAL MATERIAL.



165

YOUNG WOMEN IN SAVINGS GROUPS.



20

YOUNG WOMEN STARTED NEW BUSINESSES.



17

YOUNG WOMEN JOINED COLLEGE OR VOCATIONAL SCHOOL.



17

GIRLS SECURED FULL SCHOLARSHIPS FOR SECONDARY EDUCATION.



GIRLS AND YOUNG WOMEN REJOINED HIGH SCHOOL TO COMPLETE SECONDARY EDUCATION.



GIRLS AND YOUNG WOMEN RECEIVED MICRO-GRANTS TO IMPLEMENT GRASSROOTS PROJECTS.



YOUNG WOMEN SECURED EMPLOYMENT.

²<https://www.the-star.co.ke/counties/coast/2022-03-15-alarm-as-kilifi-records-200-gender-based-violence-cases/>

1. MTG Coast to Coast Project

MTG Coast to Coast Network (MCCN) project strengthens the leadership capacity of youth to influence change and transform them into development partners. The project supported 30 MTG out-of-school girls/young women and alumni to form grassroots girl-led movements through monthly mentorship sessions and support supervision.

As part of the project goals, nine MCCN members received seed grants to implement micro-projects at grassroots levels. This enabled them to address emerging issues within their communities to foster a culture of meaningful give-back by the girls and increase ownership over and application of the skills, leadership, and knowledge they have gained through MTG programs.

This intervention increased the girls and young women’s abilities to take up leadership roles in the community. It strengthened their capacity to advocate and champion the rights of girls and young women.

2. DisruptHER Project



Moving the Goalposts piloted a political and civic education project, DisruptHER, which targeted 150 out-of-school girls. The project promotes young women’s interest in political leadership. The training entailed training on local civics, networking skills, and mobilisation to create positive social change.

“One of my participants shared that she got inspired to vote because of the sessions I carried out. She added that she felt good when she voted because it was her first time to vote, and she was more than happy when the female leader she voted for won the election,” Caroline Mheshimiwa - DisruptHER TOT.

F. SAFEGUARDING





adolescents and young girls from the league fields were trained and qualified as safeguarders.



increase in parents reporting incidences of breach of their children's safety to authorities.



County representatives trained on safeguarding in Tana River.

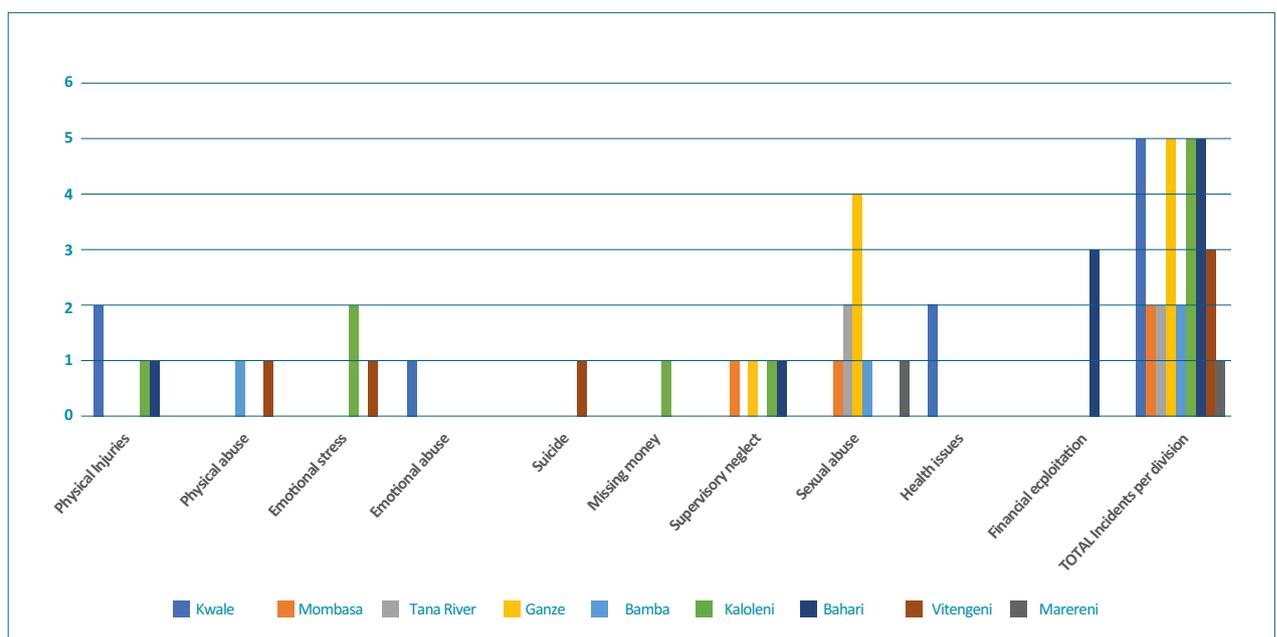
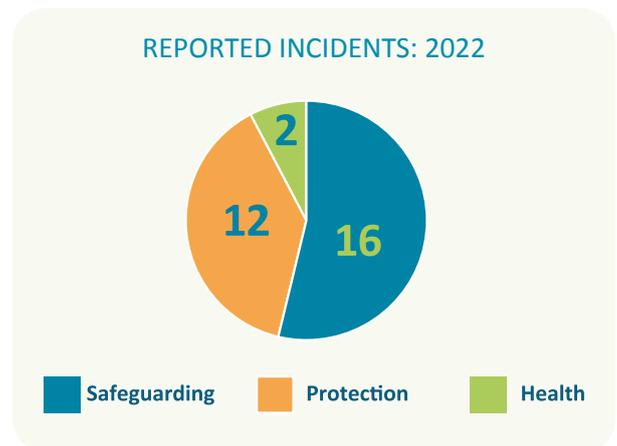
Safeguarding has been anchored in MTG's strategic plan 2022-2026 to deliver on its mandate, which trickles down to enforcing compliance with MTG safeguarding policy at all levels. Staff were trained on safeguarding as a continuous process of strengthening the safety of all the girls and young women we support in our programs.

MTG has put in place measures to vet potential employees/job seekers by ensuring a robust recruitment process is in place. Those measures include: prospective candidates submitting a certificate of good conduct for verification of any criminal records; a self-declaration form is provided for the interviewees to sign to confirm that they have not been involved in any form of child abuse; targeted safeguarding questions are included during prospective staff interviews. Upon successful interviewing, background checks are conducted.

MTG Child and Young Person's Protection policy is geared towards regulating the behaviour of staff and anyone who comes into contact with

beneficiaries. MTG has put preventive and responsive measures in place to safeguard girls and young women. However, despite the efforts, the organisation recognises that incidences are bound to happen. The most important aspect is how the concerns are responded to.

During the year, 30 incidents encompassing safeguarding and protection were reported, as shown in the charts below.



MTG is committed to supporting partner organisations to meet the minimum required international standards of Safeguarding. We work alongside them to support local capacity around safeguarding prevention and response and ensuring beneficiaries' best interests are met. MTG piloted this in three organisations by helping them to strengthen their safeguarding measures.

The research was conducted with three affiliate institutions, the University of Florida (USA), Edinburg University (UK) and St. Pauls University (Kenya), through contact persons or students. Results affirmed MTG's commitment to sports for development, ensuring the credibility of the interventions and ensuring the participants' needs are constantly incorporated with the emerging trends.

2022 IN PICTURES

THE LAUNCH OF THE MOVING THE GOALPOSTS 2022-2026 STRATEGY

The 2022-2026 Strategy was launched in a well-attended ceremony in Nairobi graced by staff, Board members, partners, and well-wishers. This officially kicked off the strategy’s implementation phase.



THE US AMBASSADOR’S VISIT TO MTG

In 2022, the Chargé d’Affaires at the U.S. Embassy in Kenya, H.E. Eric W. Kneedler, visited the organisation on 15 July and encouraged the organisation to continue improving the welfare of the girls in Kenya’s coastal region.



THE EXEMPLARY PERFORMANCE OF MTG GIRLS IN THE NATIONAL EXAMINATIONS

1,584 MTG girls sat for the various national examinations, and some of the top candidates from the counties were MTG girls! They posted exemplary performances like Conceptor Mwaro from Mdzongoloni League Field, who excelled and got admission at one of Kenya’s oldest and most prestigious public high schools; Kenya High School, proving once again that sport does go hand in hand with academic excellence.



THE YOUNG LEADERS SUMMIT - MANCHESTER CITY

The Young Leaders Summit is an annual football-based leadership Summit at Manchester City’s state-of-the-art training facility City Football Academy at their Etihad Campus in the UK. MTG was proud to have two representatives, Amina Fondo and Mariam Mapenzi Changawa. The Summit was the culmination of the season’s Young Leader training programme, which saw Cityzens Giving join forces with Official Technology Partner Cisco to engage a record 1,600 Young Leaders in 64 cities via live digital forums on Webex.



MTG UNITED TOP PERFORMANCE IN THE FKF CARETAKER DIVISION ONE LEAGUE

MTG United, the elite girls' team from Moving the Goalposts, weathered all the challenges to emerge at the top of their Division One League, managed by the FKF Caretaker Committee. The team, once again, showed that determination and focus are the hallmarks of stellar performance in any challenge. The girls did the coastal region proud with the performance putting the region on the map of women's football in Kenya.



PARTNERSHIPS: ENDA AND UNFPA

MTG partnered with UNFPA to receive in-kind donations of dignity packs. UNFPA stepped in with dignity kits that brought back smiles to the girls and supported education on menstrual hygiene.

Enda is an African running shoe brand inspired by Kenyans, the world’s greatest runners. Enda partnered with MTG supporting our girls with sports shoes and kits.



SAFARICOM CELEBRATES MTG UNITED HEAD COACH

Safaricom, Kenya’s leading telco, celebrates MTG United coach Fathime Hamisi aka Coach Tibu’s journey to becoming Head Coach of the team and her inspiring story in its Tuinuanne, Let’s Go Beyond campaign.

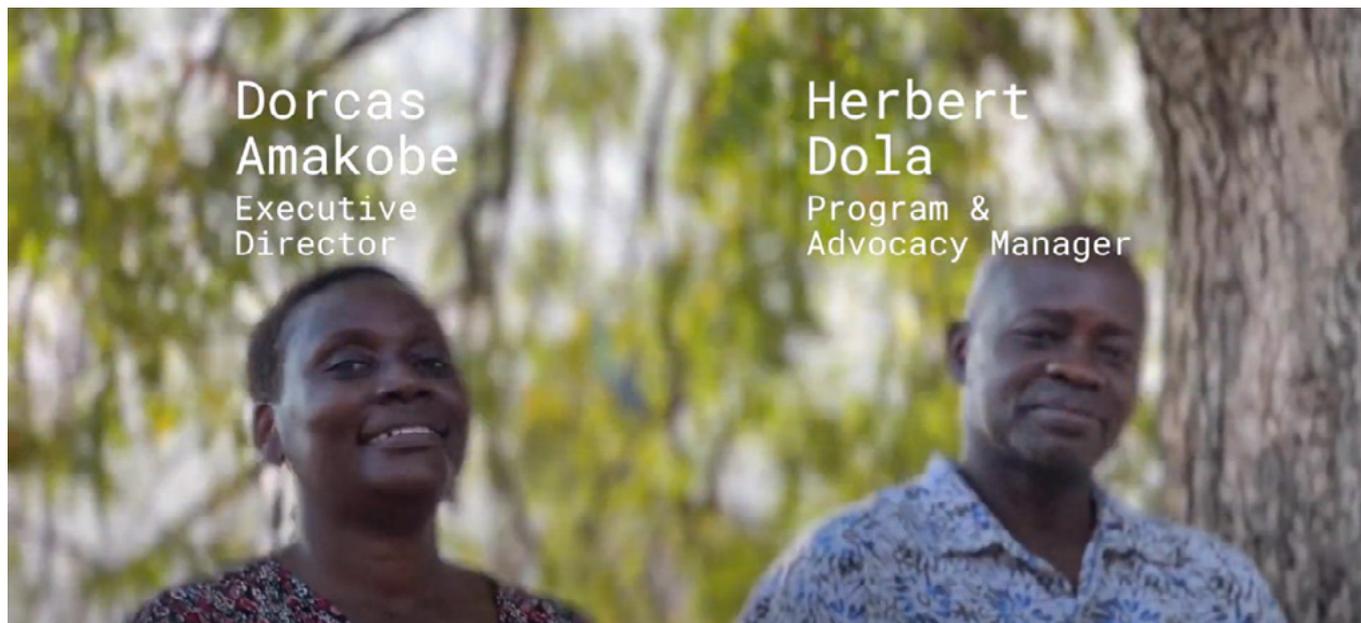
<https://www.youtube.com/watch?v=F4ixUFDe4mA>



MTG CHAMPIONING POVERTY ALLEVIATION

MTG Executive Director Dorcas Amakobe and MTG Programme and Advocacy Manager Herbert Dola were featured in the “Africa is a Planet” podcast by Oleng Kingi, highlighting MTG’s work. The episode touched on the first Sustainable Development Goal set out by the United Nations General Assembly and intended to be achieved by 2030.

<https://www.youtube.com/watch?v=s86qfgHhbDs>



FINANCIALS 2022



Foundations and Trusts

KSHS 25,007,341.01



Social Enterprise

KSHS 691,340



International agencies

KSHS 37,775,136.69



Individual Donations

KSHS 47,930



Corporate Donors

KSHS 506,214.73



ORGANISATIONAL EXPENSES

KSHS 63,874,942.68



NUMBER OF EMPLOYEES

22



TOTAL NET ASSETS

KSHS 71,302,56.31

SUCCESS STORIES

KEEPING YOUNG MOTHERS IN SCHOOL, ONE GIRL AT A TIME

During community engagement forums, parents in the community were hesitant to reintegrate teenage mothers into school after delivery. They blamed the young mothers claiming they deserved to stay home for engaging in ‘irresponsible’ behaviour.

But after conversations and training conducted with the Mwezamoyo, Kilifi County community, the community shifted their thinking.

Kazungu Menza’s daughter dropped out of school in her final year of High School, which left him heartbroken. I was initially angry at her and wanted to hear nothing about further support as I had given my best to ensure she attended school and met her other needs. I viewed her as the change maker who would transform our family once she realised her dreams,’ Menza narrated.



Figure 1: Kazungu Menza speaking at a community meeting

During a community baraza held by the Mwezamoyo Area Chief, Menza learnt about the school re-entry policy that encouraged the reintegration of students who had dropped out of school.

‘This served as a wake-up call, and I vowed to support my daughter to return to school and realise her dreams.’

Menza states.

Menza visited his daughter’s school to discuss the process of re-entry. However, she encountered another hindrance as the school principal wasn’t comfortable with the young mother returning to the school with claims that she would ‘teach’ her peers ‘irresponsible’ behaviour.

Having hit another stumbling block, Menza reached out to MTG, where the staff supported him by engaging the School Principal and the sub-county Director of Education. His daughter was accepted back to school and registered for her final exams.

MTG also took the opportunity to sensitise the school and its leadership on the school re-entry policy and the need to provide an inclusive and equitable opportunity for those interested in joining and realising their dreams.

Menza’s daughter, Kadzo, has since sat her final exams and scored a D- in the 2022 national examination. Her grades dropped due to missing classes during her pregnancy and lactating period.

‘I had lost hope and looked down upon myself since I felt I was a disgrace to my parents and the community. The stigma I faced worsened the situation, especially from my family, especially my father, who did not want anything to do with me. I underwent ridicule and mockery from my peers, which worsened my situation. I’m glad that the engagement through MTG changed my father’s attitude, and he championed my reintegration into school. Having sat for my exams, I am looking forward to joining college and actualising my dreams of becoming a teacher,’ Kadzo says with a smile.

Menza encouraged his fellow parents to support the young mothers in their communities to reintegrate into school and pushed to end the stigma young girls face. He further emphasised the need to seek support and advice from existing CSOs and other institutions supporting girls and young women in the community.

DETERMINED AND DRIVEN

Grace Neema Kazungu is the seventh born in a family of 10 siblings. Lives with her father, Kazungu Kitsoi, a single parent and smallholder farmer in Kilifi County. Kazungu passed her 2014 primary school national exams, scoring 354 out of 500 marks, and was admitted to one of the best performing National schools in Kenya’s Coast; Bahari Girls High School. But her father couldn’t afford to pay for her education and cater for the medical expenses of her ailing mother. Kazungu stayed home for a year caring for her mother, tragically losing her to cancer.

As a member of MTG since 2009, her situation was brought forward to the MTG team. Kazungu secured a scholarship opportunity with Aiducation through MTG that catered for her four-year secondary school education. She attained a B+ grade in her Kenya Certificate of Secondary Education (KCSE) and was admitted to Maseno University to pursue a bachelor’s degree in computer science. She was, however, forced to defer her education again due to challenges brought about by the COVID-19 pandemic that negatively impacted the family finances.

Kazungu soldiered on and continued to participate in MTG activities, where she gained various skills in different areas as a youth peer provider, a young change maker and a football coach. Grace got a CAF D coaching licence that allowed her to become the MTG United Team Assistant Coach.



Kazungu was also instrumental in initiating a savings group at her league field, where she was elected chairperson. She ensured that her savings group members attended the weekly sessions regularly and worked hand in hand with the savings group leadership to ensure accurate records were documented for the savings group.

Grace was determined to secure a chance to study IT and computer science. She didn't give up on applying for scholarship opportunities that came her way. Earlier in December, she successfully applied for the AkiraChix Code Hive program commencing in January 2023. The program provides technology and entrepreneurial skills to young women in Africa to compete and bridge the gender gap in technology economically. Grace Kazungu is grateful to MTG for providing her with a unique platform and opportunity to realise her potential. She is a role model to many girls and young women.

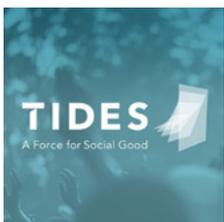
“My journey has been a difficult and painful one. I used to feel hurt and helpless when I saw my fellow peers continue with their education, but I want to thank Moving The Goalposts for all the support accorded to me. I want to encourage girls and young women to continue believing in themselves and use the opportunities well. I believe the opportunity to join the AkiraChix program is just the beginning of an exciting and great journey in my career goal of becoming a female technology expert/professional. Nothing in this world can take the place of persistence and determination. It is possible. Tunaweza!”

Grace Kazungu aspires to become an IT expert. She is also passionate about football and the power of sports for positive social change. As a female Change Maker and a coach, she wants to continue nurturing young talents through her football-based initiative back at home.

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 Goal Posts

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