



MOVING THE GOALPOSTS

2019

ANNUAL REPORT





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ACRONYMS & ABBREVIATIONS

CSO	Civil Society Organization
DA	Divisional Assistants
FIFA	Fédération Internationale de Football Association
FKF	Football Kenya Federation
MHM	Menstrual Health Management
MTG	Moving The Goalposts
OA	Open Age
OOS	Out of School
S4D	Sports For Development
SRHR	Sexual Reproductive Health and Rights
SGBV	Sexual Gender-Based Violence
GTMC	Gender Transformative Men Committee
TAFISA	The Association for International Sports for All
TOT	Trainer of Trainees
U16	Under 16
U20	Under 20
UNICEF	United Nations Children’s Educational Fund
WFCL	Worst Forms of Child Labour
YMEP	Young Men as Equal Partners
YPP	Youth Peer Providers



FOREWORD

Statement from the board chairperson



Board Chair Alice Awuor.

On behalf of the MTG Board, I wish to thank our stakeholders, partners and staff for another year of overwhelming support in 2019 .

This year ,I would like to dedicate and extend my appreciation to our diverse team of board of directors for ensuring that the organisation operated at its optimum and served our communities with dedication and passion.

I am honoured to share major milestones in the governance of Moving the Goalposts; functional Board Committees with dedicated chairpersons that have streamlined our strategic support for finance and resource mobilization; MTG acquired tax exemption status; the commissioning of an in depth financial health assessment, with a clear implementation plan whose results are improving financial management; a revised resource mobilization strategy which saw increase in income by 20% and a major review of our organization to inform the new strategic plan.

Help me to applaud this great team that steered Moving The Goalposts in the year 2019.



Felogene Anumo



Prof. Nicholas Odongo



Fawzia Ali



Mwanase Ahmed



Rachael Ongalo



Rachel Muthoga



Wachira Njuguna

FOREWORD

Statement from the Executive director



**MTG Executive Director
Dorcas Amakobe.**

We created more safe spaces for girls in the region by launching our first field in Tana River county, with 50% of its population below the age of 15 years

”

The year 2019 marked 17 years since MTG was founded. Being part of the organization for the last 10 years; growing with it as a leader and witnessing its tremendous growth and impact in the lives of girls from Coastal Kenya, has been inspirational.

In 2019, MTG added The Association For International Sports for All (TAFISA) recognition to our growing list of local and International accolades. TAFISA recognized MTG as a leader in the sport for development field for its sustained excellence in promoting gender equality. Additionally, this year we increased girls' enrollment in our program; we recorded the highest number of girls ever in MTG history (9,034).

We created more safe spaces for girls in the region by launching our first field in Tana River county, with 50% of its population below the age of 15 years. Coupled with social and cultural barriers such as poverty and armed conflict among others barriers, our goal is to increase opportunities for girls in Tana River. Through playing football the girls can fight for their rights and be part of the larger movement of MTG girls in Kilifi, Kwale and Mombasa counties.

Our MTG United team made us proud again; they made it to the FKF Women Division One league playoffs, a close notch to joining the FKF Women's Premier League. They faced SEP Oyugi's in the playoffs, where they lost 1-4.

These great success stories were made possible because of the unwavering support from our Staff, board members, donors, partners and stakeholders in the counties of Kilifi, Kwale, Mombasa and Tana River. To the county and national government and to our amazing community, parents and girls, thank You!

I conclude with an inspirational quote from Michelle Obama, *"For every door that's been opened to me, I've tried to open my door to others. Let's invite one another in. Maybe then we can begin to fear less, to make fewer wrong assumptions, to let go of the biases and stereotypes that unnecessarily divide us".*

INTRODUCTION

Moving the Goalposts (MTG) is a globally recognized Sports for Development (S4D) organization based in Kilifi, Kenya. Our programs are focused on empowering girls and young women to live healthy, productive and fulfilling lives through sports. Our programmatic coverage spans across four coastal counties namely Kilifi, Kwale, Mombasa and Tana River. Over the past five years, we have consistently reached over 6,000 girls each year, equipping them with leadership skills, practical information on their rights, information on observing menstrual hygiene and safeguarding their sexual and reproductive health, and enabling them to have a safe space to play football within their communities. We have also partnered with men and boys to advance and promote the rights of girls and women through our Young Men as Equal Partners (YMEP) program, contributing to enhanced safeguarding of girls and women's rights in these communities, thanks to our male champions. A highlight from the organization's continued quest for excellence was the recognition by The Association For International Sports for All (TAFISA) in 2019, acknowledging MTG's efforts in promoting gender equality in sports. [Link](#)

Our Vision

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

Our 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.

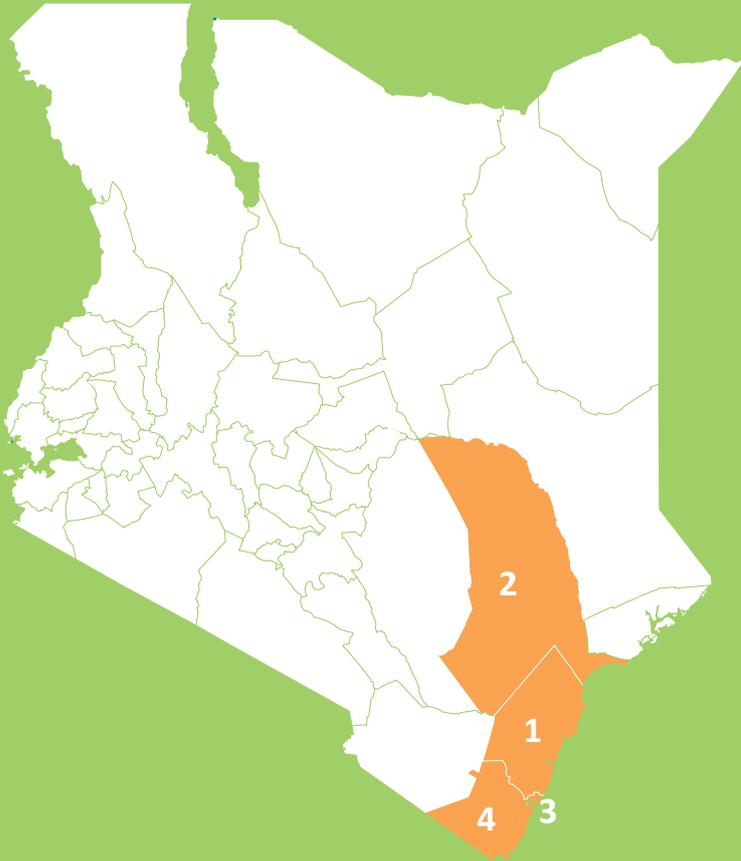
Why Coastal Kenya?

Many girls born in the rural and informal settlements of Kenya's Coastal region, inevitably enter a cycle of poverty. Patriarchal norms and attitudes, coupled with high poverty levels in the region make it nearly impossible for most households in the region to access basic needs such as food, clothing, shelter, water and medical care. Girls from these households are less likely to be educated than their brothers, less likely to access adequate health care services, to control family finances or inherit land, and crucially, they are less likely to have a voice in the social and political systems that will shape their lives.

This situation exposes girls and young women to a myriad of rights violations including Sexual and Gender Based Violence (SGBV), particularly child and teenage pregnancies, defilement, rape, sexual assault, human trafficking, and Worst Forms of Child Labour (WFCL) such as commercial sex exploitation, sale of drugs and quarrying. These challenges ultimately translate into an overall lower life expectancy for women compared to other regions, lower educational attainment and significantly reduced real income for the young women – all being factors that have contributed to the Coast region's status as among the least developed areas in Kenya.

These challenges notwithstanding, MTG attests to the agency of the girls and their communities to change their lives for the better. Of great inspiration is the community's contribution and support to programming, evidenced by the time and local resources invested, despite their dire situations. The numerous cases of teenage mothers walking up to MTG offices and football fields, in pursuit of opportunities for school, employment and health support, is testament to the courage and determination of the girls that MTG is very honoured to work with, learn from and support.

WHAT WE HAVE DONE



Total number of girls welcomed into our programs.

KILIFI
6,842 GIRLS

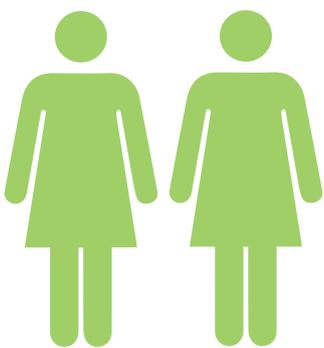
TANA RIVER
98 GIRLS

MOMBASA
735 GIRLS

KWALE
1,357 GIRLS

KEY

1. KILIFI 2. TANA RIVER 3. MOMBASA 4. KWALE



9,034
GIRLS

Total number of girls welcomed into our programs.

In 2019, we welcomed a total of 9,034 (6,842 in Kilifi, 1,357 in Kwale, 735 in Mombasa and 98 in Tana River) girls and young women into our programs. Out of the total registered beneficiaries, 21% were newly registered girls while 79% were girls that had been registered in previous years. The year also recorded 503 girls who were Out of Schoolgirls (OOS) and 26 girls with special needs. These girls and young women were the key beneficiaries of our programs as in the coming pages.

WHAT WE HAVE DONE

Leadership Development and Promoting Participation in Football for Girls and Women



MTG United U13 team participating in a practice session.

MTG runs a comprehensive football program for girls in the Coast region annually, which entails leagues and tournaments involving primary and secondary schools.

The MTG United Team comprises the elite players who participate in national and international matches, thereby positioning girls for professional football and expanding their career and livelihood pathways.

In 2019, a total of 150 schools were reached; 105 primary schools including 2,550 players and 45 secondary schools including 1,125 players.

We reaffirmed our commitment towards promoting active participation of girls and young women in sports in 2019, by facilitating a total of 459 teams; (153 under 10, 153 under 13 and 153 open age teams)

to play football in MTG's annual league matches during the year. A total of 1,973 (110 Mombasa County, 330 Kwale County, Tana River 21 ,1,533 in Kilifi County) league matches were played during the year. The most active teams were selected to participate in MTG's Champions league, whose theme for 2019 was 'Any Girl Anywhere' aimed at promoting girls' right to opportunity, equality, and respect regardless of where they came from.

The event brought together 75 teams across three age categories; (29 teams



Chief Officer for Gender, Culture and Social Services, Kilifi County, Everline Mwenda Karisa launches MTG 2019 leagues in Ngamani alongside MTG Executive Director Dorcas Amakobe.

for Open Age categories, 26 teams for Under thirteen age categories and 20 teams for Under ten age categories) with 73 matches played during champions league reaching out to 663 players.

The key highlight from the girls' participation in football was the MTG United open age team's successful participation and performance in the Football Kenya Federation (FKF) Division One League, where they emerged second at the group level and finished fourth overall in the league after a playoff match to qualify for the Women Premier League .

MTG also led various CSO partners in the sports sector in identifying and documenting issues and solutions on inequalities in sports for girls and young women, during MTG's Equality in Football Conference held in December 2019.



MTG United Open Age Team successfully participated in the FKF division one League emerging fourth overall.

WHAT WE HAVE DONE

SCHOOL LEAGUES AND TOURNAMENTS



45 → **1,125**

Secondary Schools

Players participated

105 → **2,550**

Primary Schools

Players participated

GROUP	KILIFI	KWALE	MOMBASA	TOTAL
Field leaders	37	15	6	58
Basic Coaches	52	17	13	82
Basic Referees	28	17	9	54
FKF Referees	27	0	0	27
Basic First Aiders	58	22	15	95
MTG United OA	26	15	0	41
MTG United U16	19	15	0	34
TOTAL	247	68	42	422

Table 1: Leaders trained per category



MTG United in action during the National Women's League Division 1 Match in Mnarani, Kilifi County.



MTG Executive Director Dorcas Amakobe presenting the top scorer award to MTG United player Nelly Kache Jonathan during MTG Malkia Cup tournament alongside her family.

WHAT WE HAVE DONE

Leadership Development



422

Young leaders nurtured through training, exchange programs in and out of the country.

Leadership development during the period under review had a total of 422 young leaders nurtured through training, exchange programs in and out of the country as well mentorship from staff and partners. Selected leaders also received the opportunity to take part in two streetfootballworld Festivals; One held alongside the FIFA Women's World Cup in France, and one held in Uganda, in addition to a Young Leaders' Summit hosted by Manchester City FC.



Selected leaders took part in two streetfootballworld festivals.

The result of all this investment was our young leaders taking the initiative to apply all the skills learnt and applying them towards facilitating community-based football drill sessions, mobilizing and leading meetings within their communities and coordinating events such as marking international days.



Selected leaders also attended the fifth young leaders summit hosted by Manchester City FC.



MTG team taking part in the streetfootballworld Festival in Paris, France in 2019.



MTG team staff pictured during the streetfootballworld Festival in Paris, France in 2019.

WHAT WE HAVE DONE

Community Liaison



MTG girls marking the 16 days of activism against Gender-Based violence.

Sustained efforts to enlist parents and community leaders' support for our programs resulted in 846 parents and local leaders participating in several 'Tumanyane'¹ fora. The parents demonstrated commitment towards promoting their girls' passion for football by allowing them to access the league fields to play with their peers and benefit from other wholesome activities designed within MTG's programs. MTG also partnered with like-minded CSOs and county governments in the commemoration of seven (7) international days that impact on the rights of girls and young women. Through these events, the organization took the opportunity to advance a call for gender equality to promote the furtherance of girls' and women's education and economic empowerment.

¹ A Giriama word that means 'let us know each other'



846

Parents and local leaders participated in several 'Tumanyane' fora.

They demonstrated commitment towards promoting their daughters passion for football.

WHAT WE HAVE DONE

Promoting Sexual and Reproductive Health Rights

MTG leverages on football to equip girls with knowledge, skills, products and services that enable them to make informed decisions regarding their sexual and reproductive health. Our innovative Peer Education model is applied to facilitate weekly health sessions based on a girl-centered curriculum, HIV testing and counselling services, menstrual hygiene management (MHM) training, distribution of contraceptives and counselling to both beneficiaries and the community at large. This is aimed at reducing teenage and unwanted pregnancies amongst young girls and thus positioning them to complete their primary and secondary education.

6,901 girls were empowered to make informed decisions about the sexual and reproductive rights (SRHR) and engage in less risky sexual behaviour, while an additional 2,995 youths also benefited from family planning services provided by MTG's Youth Peer Providers (YPPs) in 2019.

MTG also played an active role as the chair of the Kilifi County Sexual and Gender-Based Violence (SGBV) and Gender Network. Through the network, MTG championed for the implementation of back to school policy and the use of sports as a strategy in reducing cases of pregnancies among teenage girls in the country.



MTG championed for the incorporation of the Back to School policy and the use of sports as a strategy in reducing rising cases of pregnancies among teenage girls in the county.



**2,995
PEOPLE**

2,995 youths also benefited from family planning services provided by MTG's Youth Peer Providers (YPPs).



**6,901
GIRLS**

Girls were empowered to make informed decisions about the sexual and reproductive rights (SRHR).



Ongoing peer education session.



Ongoing fitness training session.

WHAT WE HAVE DONE

Enhancing Access to Education among Girls and Young Women



Our education program aims at improving the education outcomes of girls and young women in the Coastal region, by increasing opportunities for girls to enroll, remain in school and complete their education. This is realized through provision of scholarships, mobile libraries, mentorship and role modelling. Through MTG's leadership efforts we have managed to champion for policy change and implementation through the 'Return to School' Campaigns for teen mothers in primary and secondary schools in the Coast.

MTG's uncompromising drive to promote the education of girls and young women led to the organization assisting parents in identification and application for various bursaries and scholarships for their children². These applications were made to various institutions including county governments, Mpesa Academy/Safaricom Foundation, Kesho Kenya and Rehema Foundation. A total of 742 girls completed their primary school education while 88 girls and young women completed their secondary education through MTG's support.



² Enrolled in MTG Programs

WHAT WE HAVE DONE

Advancing Livelihood Security and Economic Empowerment of Young Women



MTG girls listening in during a class session at MTG Business Acceleration Center.

MTG facilitates skills transfer in financial literacy and entrepreneurship, access to capital through savings groups and financial institutions, business mentorship and apprenticeship services at the Business Acceleration Center.

This is coupled with work readiness interventions that entail development of career pathways, role modelling and motivational talks for girls, linkages with Technical and Vocational Institutions, internships and employment opportunities to improve standards of living for young women in our communities.

In 2019, savings groups formed by Out of Schoolgirls (OOS) during this period had a collective membership of 133 girls, who mobilized shares to the tune of Ksh. 186,450 and disbursed loans amounting to Ksh. 86,000. This directly led to fifty (50) girls and young women successfully establishing microenterprises



50 GIRLS

Girls and young women successfully established microenterprises

and securing their financial independence. Forty-six (46) girls also benefited from training opportunities provided by several institutions, while ten (10) girls received internship opportunities which enhanced their job readiness and employment prospects.

WHAT WE HAVE DONE

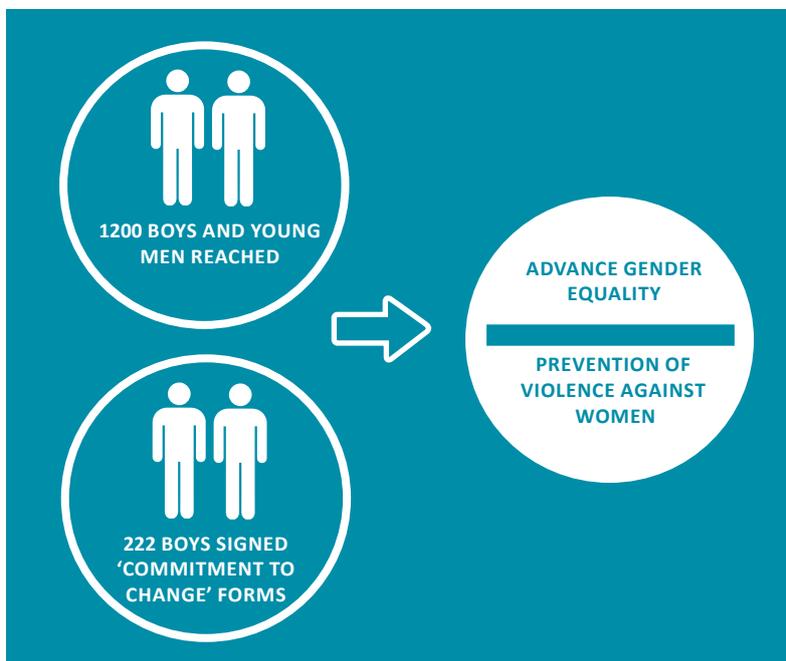
Facilitating Male Engagement to Champion for Rights of Women and Girls



In expanding safe spaces for young women and girls in the community, MTG has incorporated the male engagement dimension to actively partner with boys and men as allies in influencing norms, attitudes and behaviors towards promotion and respect of girls and women's rights. This is achieved through sensitization of boys and young men, male parents, local leaders and influential male leaders on gender, positive masculinity, responsible fatherhood and sexual health and reproductive rights (SRHR).

The significance of boys and young men in promoting the rights of girls and young women was quite evident in 2019. They were sensitized on promoting gender-equitable behaviour in their communities, culminating in 222 of them signing 'commitment to change' forms; espousing their desire to advance gender equality and prevention of violence against women.

The year also witnessed the introduction of an innovation in the form of the Gender Transformative Men Committee (GTMC) initiative. Through it, fathers and community leaders took the lead in promoting the creation of safe spaces for girls and addressing concerns on infringement of the rights of girls and young women at the community level.



WHAT WE HAVE DONE

Advancing Child Protection and Safeguarding in and outside of MTG's Programs



Participant making a point during a Gender Equality in Sports budgeting conference.

At the heart of our programming, is child protection and safeguarding that is fully integrated into all of our operations to ensure safety of all children participating in MTG activities, as well as in our communities is upheld. MTG's comprehensive safeguarding system has been recognized via our invitation to participate in the development of international standards for Child Protection by UNICEF.

We continue to provide technical assistance for organizations seeking to integrate child protection in their programming, both nationally and internationally.



unicef

MTG's comprehensive safeguarding system has been recognized via our invitation to participate in the development of international standards for Child Protection by UNICEF.

NOTABLE STATISTICS IN 2019



82% of girls in the MTG program demonstrated enhanced knowledge on how to prevent pregnancy up from 47% recorded in 2018.

61% of girls were confident that they could prevent sexually transmitted infections, up from 47.5% in 2018.



76% of girls understand reproductive changes occurring in their bodies against 67% from 2018.

81% of respondents felt that they could make their own life choices, with 51% of girls feeling confident in their ability to decide who to marry while 61% of girls felt they could decide how many children they could have.



67% of girls also feel that they felt comfortable discussing contraceptive use with their partners.

92% of the girls felt that they are in control over decision making over the management of household income without influence from their husbands or relatives. This is in contrast to 83.8% of girls who stated they were in control of their income in 2018.



60% of girls stated they had personal budgets, which was an improvement from 54% noted in 2018.

78% of girls felt that men in their community speak out against the violation of girls' rights in contrast to 53.1% from 2018.



85% of OOS girls completed workplace experience placement in the past 12 months, which aided their job application credentials.

FINANCIAL REPORT

Statement of financial activities for the year ended 31 December 2019.

INCOME	
GRANTS INCOME	69,824,765
PROGRAMS COST	62,809,782
BALANCE	7,014,983

OTHER INCOMES	3,076,559
OPERATING EXPENSES	259,978
ADMINISTRATION COSTS	4,017,413
BALANCE	4,277,391
SURPLUS/ (DEFICIT) FOR THE PERIOD 5,814,151	

FINANCIAL REPORT

Statement of financial position for the year ended 31 December 2019.

NON CURRENT ASSETS

PROPERTY AND EQUIPMENT	36,026,868
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CURRENT ASSETS

CASH AND CASH EQUIVALENTS	29,549,764
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ACCOUNTS RECEIVABLES	7,800,674
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TOTAL	37,350,438
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CURRENT LIABILITIES

ACCOUNTS PAYABLE	3,462,723
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CAPITAL AND RESERVES	13,305,919
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ACCUMULATED FUNDS	39,488,402
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DESIGNATED FUNDS	17,160,262
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TOTAL	69,914,583
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SUCCESS STORIES

The Transformative Power of Football takes MTG Girl to greater heights!



Joyce Lina Khamisi.

Joyce Lina Khamisi is a registered MTG girl from Kadzuyuni in Kaloleni, Kilifi County. The 17-year-old MTG player joined MTG in 2014 due to her love for football, and her desire to be part of the organization's leadership development setup. Being the firstborn in a family of three siblings, Lina has taken care of her younger siblings since her mother divorced their father leaving them under the care of their elderly grandmother.

With her forte being in caring for her peers and juniors, Joyce trained as a first aider under the MTG program to offer quality first aid services to her peers during the league matches and in the tournaments. Due to her active participation and regular attendance at the league field, she was selected for further training at the MTG Leaders' residential camp in Sokoke in 2018. Thereafter, she was further elevated to the level of a trainer of trainers due to her exemplary performance and discipline. Her talent in football is also an aspect she has been keen on nurturing.

She was part of the MTG United team that took part in the National Division One League in 2019. Her football prowess led her to be scouted and offered a full scholarship by St. Johns Kaloleni Secondary School, where she enrolled in January 2019. Her great football skills saw her receive two golden boot awards (top goal scorer) at the MTG secondary school tournament in Sokoke and the Safaricom³ sponsored tournament dubbed "Chapa Dimba". Joyce was also part of the team scouted to attend a final selection process in the "Road to Spain" team whose aim was to travel to Spain to train with several football academies.

Joyce is focused on playing professional football for foreign clubs after completing her secondary school studies and also joining the junior national football team soon. She is also keen on being a medic, with a bias in sports physiotherapy. Lina believes that she can be a role model not just at MTG but also back in her community so that other girls can learn from her journey. To Lina we say, the sky's the limit, all the best!

³ Telecommunication company in Kenya

SUCCESS STORIES

Mariam Tsuma's Journey from Ordinary Girl, to Extraordinary Leader!



Mariam Tsuma.

Mariam Tsuma is a registered MTG Girl from Mwangaza League Field, Kwale County. The former class eight pupil is the sixth child in a family of eight and was among the pioneers of the program in Kwale, eight years ago. The 16-year-old admits that she was very shy when she joined the program, and could hardly stand in front of other players and coaches to facilitate sessions. However, she gradually gained confidence through the numerous sessions she conducted at Mwangaza League Field, with support from MTG staff members and field leaders.

Mariam, who coaches master trainers in MTG's leadership development structure, is glad that she has been involved in MTG's programs over the eight years. This active participation not only translated to her exceptional growth as a

football coach but also tremendously improved her leadership skills and how she relates to her peers on and off the pitch. Her efforts bore fruit in 2014 when she was selected to attend a coaching course which was quite eye-opening in her role as a coach.

One of her greatest achievements came a year later when she was appointed as the Cabinet Secretary for Health and Sanitation in her school, due to her exemplary leadership skills and advocacy role on Menstrual Health Management. She has also been key in voicing Sexual and Reproductive Health issues in her school and the community during organized forums.

Mariam whose hobby is travelling has been to various places - mainly for training - like Kilifi, Sokoke, Ukunda, Kinango and Malindi as a reward for being a "Best Leader" which is an award given to the most outstanding leaders at MTG.

Mariam was part of the team that travelled to France for the Street Football World Festival held alongside the FIFA Women's World Cup in 2019. The outspoken coach affirmed that the StreetFootballWorld festival was a great platform to interact and learn from her peers. She reckoned that watching the Women's World Cup live was a chance of a lifetime and will live to remember the best moments in France, especially when their team made it to the finals and later crowned the champions of Football3 tournament during the festival.

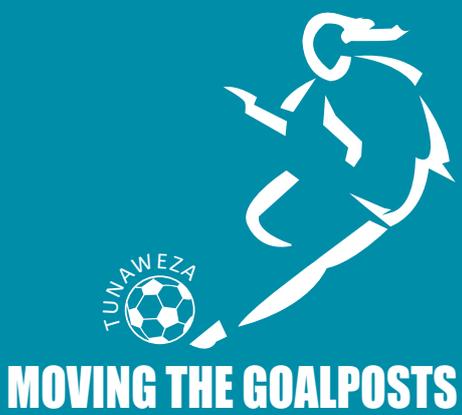
MTG PARTNERS

A special thanks to all our partners for your support in 2019.



Ministries and departments of the County and National Government of Kenya, corporates and individuals, national and international well-wishers, MTG beneficiaries, parents, families, the community, schools and other stakeholders.





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Moving the Goalposts Kilifi



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