



2020 ANNUAL REPORT

EMPOWERING GIRLS AND YOUNG
WOMEN THROUGH SPORTS

TUNAWEZA! (YES, WE CAN)



VISION

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



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.

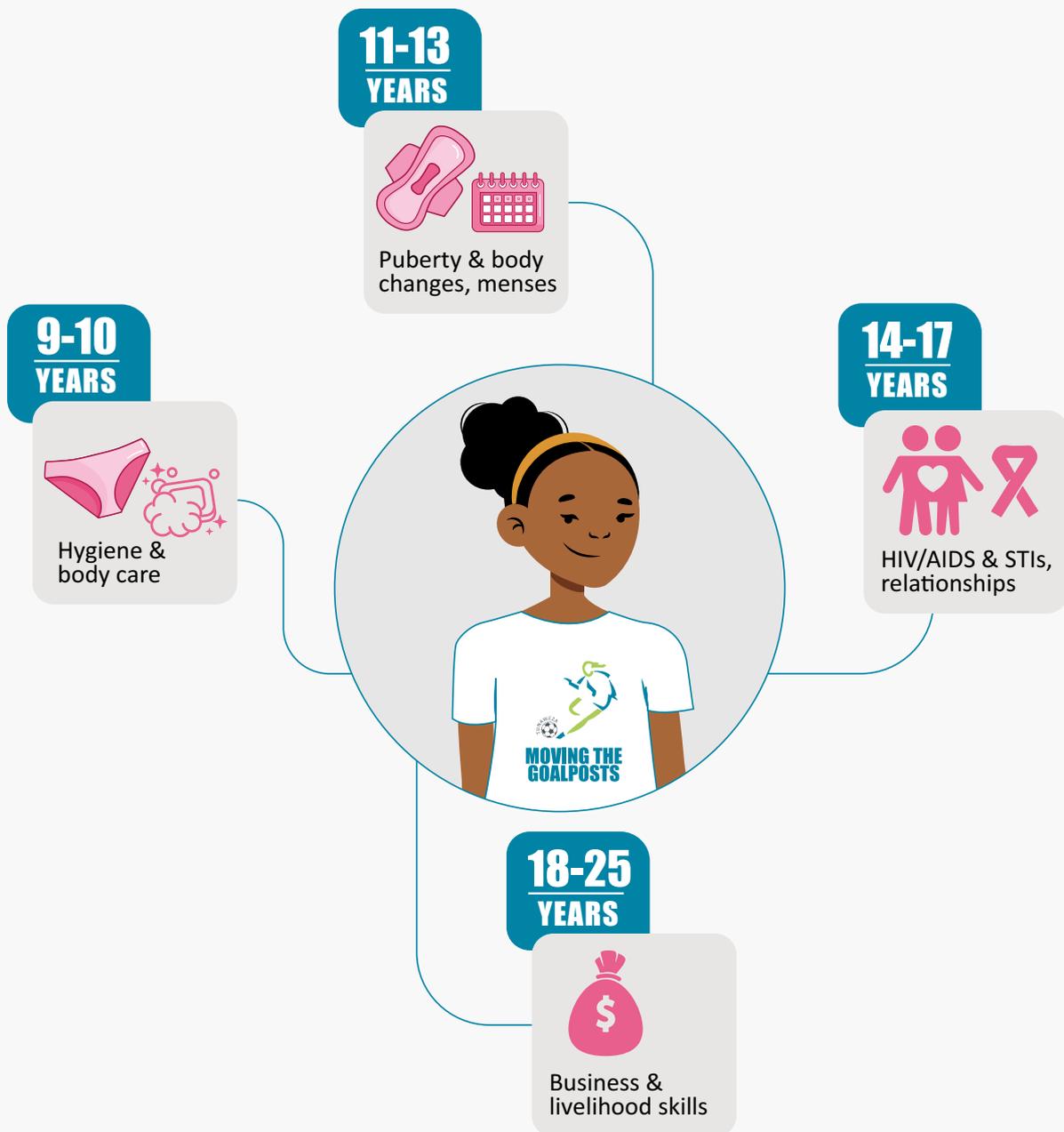


OUR GUIDING PRINCIPLES

- Girls are at the core of all Moving the Goal Posts (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 accelerate transformative change.



A GIRL'S PATHWAY THROUGH MTG



LETTER FROM THE BOARD CHAIR



Dear friends,

As the various sectors of the economy continued to experience adverse effects of the COVID-19 pandemic in Kenya, Moving the Goalposts (MTG) like many non-governmental organizations (NGOs) focused on building its resilience and sustainability.

We adopted a hybrid model to deliver our programs to vulnerable adolescent girls and young women in the community whose health and wellbeing was at risk with the growing cases of gender-based violence. We incorporated virtual and face-to-face strategies to reach our beneficiaries and stakeholders as a safety measure to mitigate the spread of the pandemic.

Girls and young women's wellbeing was enhanced through physical fitness, mental health and safety awareness sessions. The girls were also supported to develop personalized plans to negotiate for play and revision time while at home to avoid being overwhelmed with household chores.

Our ongoing support for girls towards financial independence saw our out-of-school girls receive entrepreneurship skills training, accelerated linkage with business mentors and access to sewing machines in the MTG Acceleration Centre where

many brushed up on their stitching skills to produce reusable facemasks. This enabled them to start businesses, support their families and save a substantial amount of their income.

Sessions on reproductive health, COVID-19 prevention and menstrual hygiene management were delivered to the girls. Girls and young women with pregnancies received support to access maternal neonatal and child health (MNCH) services, wellness sessions, legal services and guidance on re-integration into formal education and vocational training. During the period there was increased peer support provided by trained youth peer providers to bridge the huge gap of youth access to sexual and reproductive health services such as contraceptives.

We are deeply grateful to our community of partners, staff, and the amazing people who supported us during the past year. Those partnerships saw the distribution of facemasks, food and dignity packs, as well as the distribution of a range of revision materials to girls sitting for their end of primary and secondary school examinations.

I am happy to note that more girls returned safely to school after seven months of closure, while those with pregnancies reintegrated back to formal learning and vocational training.

We are extremely excited to share that last year MTG was crowned 2020 Beyond Sport Gender Equality Collective Impact Award in recognition of our continued efforts in creating safe spaces for girls and young women to play football, take up leadership roles and have an amplified voice in society.

We are also very happy to welcome four new members to our board of directors; Allan Maleche, Nancy Abwalaba, Herbert Mwachiro and Evelyn Lele. On the same note, we bid farewell to Nicholas Odongo who dedicated his time and energies to see MTG grow for the past two terms.

As we move towards our 20th Anniversary and the development of our new strategic plan, we are taking steps to guarantee that the values that guide MTG today; fair play, integrity, respect, accountability, non-discrimination, diversity, justice, creativity, strategic engagement, and partnerships — will remain at the front and centre of everything we do.

Yours sincerely,

Alice Owuor,
Board Chair,
Moving the Goalposts.

BUILDING A GENERATION OF LEADERS

These are the stories of the young women leaders and MTG alumni.

MARIAM SAMINI, 23 - MTG UNITED CAPTAIN/BUNDESLIGA YOUTH AMBASSADOR (BUYA)



“As a sportswoman, I was very disheartened when I found out that I could no longer train with my teammates due to the ban of sporting activities because of COVID-19. However, thanks to the BUYA project, together with my peers, we started making re-usable face masks and multi-purpose liquid soap which we distributed to over 300 girls in our community. I also used the opportunity to sensitise girls on various topics such as early pregnancies, early marriages and menstrual hygiene management by demonstrating how to properly use disposable pads, reusable sanitary towels, and menstrual cups.”



SAMIRA NZAKA, 24 – REFEREE



“I remember when I became a referee, a lot of people in my community said negative things about me and others even questioned why I was not getting married like the other girls. I did not listen to them but remained focused and worked hard at my job. I am now a class two referee and I’m looking forward to moving up to the next level. I enjoy being a referee because it has enabled me to travel to different places including going out of the country- to Uganda - to officiate a tournament. Refereeing has made me

be a person of integrity and I’ve also become more confident in myself and I’m able to express myself in front of anyone without being intimidated by their gender or title.”

KIMBERLY MWANGANGI, 14 - PEER EDUCATOR



“I am proud of my work as a peer educator because I get to educate my fellow girls about their personal hygiene, mental health and also remind them to be careful when they are out in the fields and away from home. Being a peer educator has taught me how to interact with my peers and know the good ones and the bad ones.”

TERESIA MHACHE, 20 – SAFEGUARDER

“Safeguarding has helped me to solve problems, improve my knowledge and skills on how to identify issues and solve problems and also know my rights. I help children in my community to know their rights, report cases and also build their confidence in expressing their opinions.”



MWANAPILI KAZUNGU, 18 - FIELD LEADER

“Being a field leader has improved my confidence. Before I was very shy and was not able to stand in front of people and address them nor introduce myself. I’ve also learnt how to cope with different situations and handle different people.”



AGNES PETER, 14 - FIRST AIDER



“I am very proud to be a first aider because I get to treat people and I’ve become popular in my village and school. During the pandemic, I used the medicine in my first aid kit to treat people at home when they got injured.”

BENTA KASICHANA KALUGO, 22 – ENTREPRENEUR

“MTG has linked me with business training programs where I’ve learnt important skills like record keeping, accounting and marketing that have helped me improve my business. During the pandemic, I produced facemasks and liquid soaps which I sold to customers at our local market. In future, I hope to be a big businesswoman not just doing retail business but wholesale.”

**LILIAN KWEKWE, 24 – YOUTH PEER PROVIDER (YPP)**

“I got pregnant in my second year in high school so I understand how it feels to be a young mother and the challenges that young mothers go through. As a Youth Peer Provider, I’m happy to interact with the young mothers in my community and refer them to the health care facilities, where they can access counselling and maternal services.

Young mothers need to understand that it’s not right to get pregnant before being an adult, but if it happens, they need to sit down with their parents, family and teachers and agree on how they can be supported to continue with their education after the safe delivery of their children and still go on to achieve their dreams.”

**GRACE NEEMA KITSAO, 22 – ENTREPRENEUR**

“I have received livelihood and entrepreneurial skills training which have enabled me to save enough money to buy a tailoring machine and I’m now a proud business owner. Before the COVID-19 pandemic, I used to make curtains and other traditional clothing but I switched to making re-usable facemasks due to the high demand.”



JESCA PENDO, 23 – MTG

“I started a project called ‘Nafasi Sawa’ to promote gender equality in the community. Through the sensitization forums and football drills that I have conducted, girls are now being given priority in the community field to play football and train before the boys, which was never the case. Because of this, I got the chance to visit one of the local radio stations to share with the listeners about the impact of my project.”

CONSTANCE KACHE, 21 - MTG COAST TO COAST NETWORK (MCCN) MEMBER

“My project is called ‘Watoto Wanahaki’ (Children Have Rights) and sensitizes girls and young women about their rights through poems, songs, dance and art. My mission is to champion children’s rights within my community as well as working in partnership with community members to end child abuse and exploitation. My most memorable moment was when my group known as Tunaweza Dance Group performed a traditional dance for the former US Ambassador Kyle McCarter and his wife Victoria Ramatowski during their visit to MTG offices.”



The MCCN project transforms beneficiaries into changemakers who can identify emerging issues within their communities and come up with grassroots girl-led initiatives to advocate for different causes in the coastal region of Kenya.



BRENDA KATANA, 15 – MTG BEST PERFORMER IN KCPE

“As a candidate during the pandemic, I faced a lot of challenges; I did not have enough revision books to study at home and when we eventually reopened school in October, I was sent away due to lack of school fees. My parents, however, tried their best and I returned to school. Thanks to MTG, I received free revision materials and moral support that encouraged me to study hard. I scored 402 marks out of 500 marks in my Kenya Certificate of Primary Education (KCPE) even though I expected to score 430 marks.

My favourite quote that kept me going states, ‘the road to success is not straight, there is a curve called failure and a loop called confusion, red lights called parents and teachers but if you have something called determination, you’ll definitely reach success’!”

SAMUEL PETER KAHINDI - YOUNG MEN AS EQUAL PARTNERS (YMEP) COACH



“I’m proud of the positive impact that I have made as a coach in my community. Initially, the players were resistant to discussions on the YMEP sessions, however, with the introduction of the sports-based curriculum in the sessions, as well as interactive dialogue with my teammates, we have seen the number of participants during sessions increase. Other boys from the neighbouring fields have been inspired by the way we conduct our sessions using football drills and they also now want to join the YMEP program.

When the COVID-19 pandemic struck, my fellow Bundesliga Youth Ambassadors and I came together and sensitized the community on how to protect themselves against contracting the virus and distributed facemasks and soaps to community members.

After the COVID-19 restrictions were eased, allowing resumption of sporting activities, my team and I organized community work by clearing up the scrubs and tall grass that had covered the playing fields to enable girls to conduct their training sessions.”



EDWARD KAHINDI – CHIEF, VITENGENI LOCATION

There has been great improvement in Sexual Gender-Based Violence (SGBV) cases reporting compared to before, thanks to the capacity building sessions and seminars conducted by MTG’s Male Engagement program. I have been equipped with knowledge and skills to effectively handle SGBV cases once they arise but our main goal as leaders is to ensure they are minimized.

Initially, such cases were being handled casually in kangaroo courts but after the training, leaders have learnt how to report and follow up cases through the right networks. We now refer survivors to access health care services then make reports to the police stations, to ensure that perpetrators are arrested and justice is served.

Additionally, the community was oblivious to gender equality and deemed various forms of inequalities as normal due to a lack of knowledge. However, thanks to the sensitization forums most people are now embracing change.”

2020 HIGHLIGHTS

1. 2020 BEYOND SPORT FOR GENDER EQUALITY COLLECTIVE IMPACT AWARD



In recognition of our continued efforts in creating safe spaces for girls and young women to play football, take up leadership roles and have an amplified voice in society, MTG was named as the winners of the 2020 Beyond Sports Gender Equality Collective Impact Award alongside three other sports for development organizations; Soccer Without Borders (Uganda), Pamoja Initiative (Kenya), and Sport-Aid Development Trust (Zambia).



I am really delighted to be part of this award. I am celebrating this moment with an amazing team at MTG. Yes, Tunaweza! This award has recognized our efforts to promote gender equality and will enable us to work jointly to strengthen the impact and promote joint learning,



Dorcas Amakobe MTG Executive Director.

2. FORMER US AMBASSADOR MTG VISIT



Former US Ambassador to Kenya Kyle McCarter and his wife Victoria Ramatowski's paid us a courtesy visit. This was to strengthen the partnership between MTG and the U.S. Embassy, Nairobi.



I do not know how long the 2/3 gender rule would take to be actualized but with the work that MTG is doing in transforming the lives of girls. I am very convinced that it is more impactful than sitting and waiting for the two-thirds gender rule to be passed,

the Ambassador noted.



"Continue imparting the best in these girls and your efforts will not go in vain," Victoria Ramatowski remarked.

3. WHY EQUITABLE DISTRIBUTION OF SPORTS RESOURCES IS REQUIRED?

MTG spearheaded the process of forming a technical sports committee to advocate for the gender-equitable distribution of resources for sports at the county and school level and an increase in the number of girls participating in football. The committee constituted of 12 members with representation from the Kilifi County Government, media, schools' associations, sports for development organization, players, football clubs and Football Kenya Federation (FKF).



Dr Anisa Ahmed Omar, CEC Gender, Social Services, Culture and Sports, Kilifi County.



If you look at our department, we are the ones at the grassroots dealing with women issues, youth, people with disabilities, sports but the resources allocated to us is very discouraging. I urge you members of the County Assembly to relook our budget, especially with a gender lens to enable us to implement our plans and achieve our objectives in the county. Look at MTG for example, instead of our girls getting early pregnancies, they are being taught about the values of football and their talents are also being nurtured. Some of them have even gone on to play internationally where they are earning a lot of money which they send back home to help improve the lives of their families and communities.



4. FACEBOOK 'REAL PEOPLE REAL STORIES' CAMPAIGN

MTG Celebrated in Facebook's #RealPeopleRealStories Campaign

53 views • Dec 3, 2020

4 likes 0 dislikes SHARE SAVE

MTG Kilifi
33 subscribers

SUBSCRIBE

<https://www.youtube.com/watch?v=OQoRjt6TssA>

MTG was featured in Facebook's 'Real People Real Stories' campaign in collaboration with Creatives Garage, as part of the 10 most powerful stories of ordinary people using creativity to inspire their communities. A short film was produced highlighting MTG's impact on girls and communities in the coastal region.

2020 HIGHLIGHTS

17%

of girls cited child labour and lack of school fees as a reason that could hinder them from returning to school once reopened.

of girls cited peer pressure as a hindrance to returning to school once they reopened.

8%

24%

of out-of-school girls completed workplace experience placement in the past 12 months, which aided their job application credentials.

of girls in the program demonstrated enhanced knowledge on how to prevent early pregnancy in contrast to 82% recorded in 2019.

55%

24%

of girls cited early marriages and early pregnancies as the major reasons that would hinder them from returning to school once they reopened.

of girls demonstrated confidence in choosing the right marriage partner an improvement from 51% recorded in 2019.

61%

44%

of girls were confident they could prevent sexually transmitted infections in contrast to 61% in 2019.

of the girls felt confident in their ability to decide the number of children they intended to have.

61%

62%

of girls revealed that they had personal budgets, an improvement from 60% recorded in 2019.

of girls felt that men in their community could speak out against the violation of girls' rights in contrast to 70% in 2019.

69%

68%

of girls who participated in the beneficiary needs assessment survey sighted lack of basic needs such as food and sanitary pads as their major challenge during the pandemic.

of the girls interviewed did not have access to online learning platforms.

89%

100%

of the MTG registered candidates. All the learners in our program returned to school when schools partially reopened in October after seven months of closure due to COVID-19.

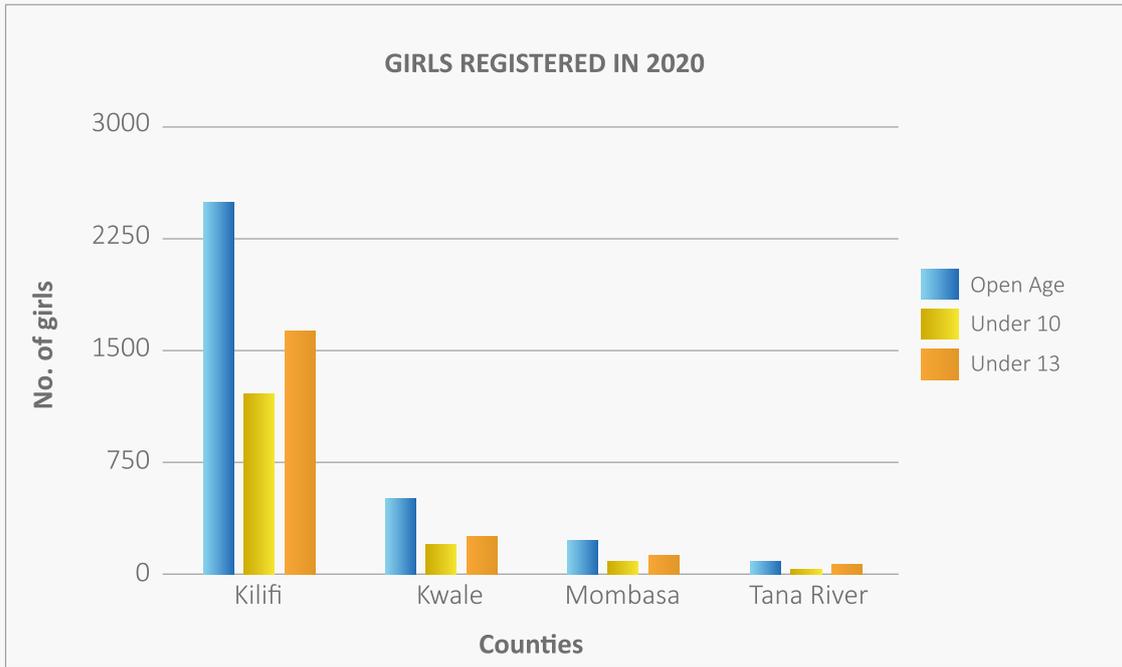
100%

of the girls felt confident in their ability to make decisions over the management of their household income without influence from their husbands or relatives an improvement from 92% recorded in 2019.

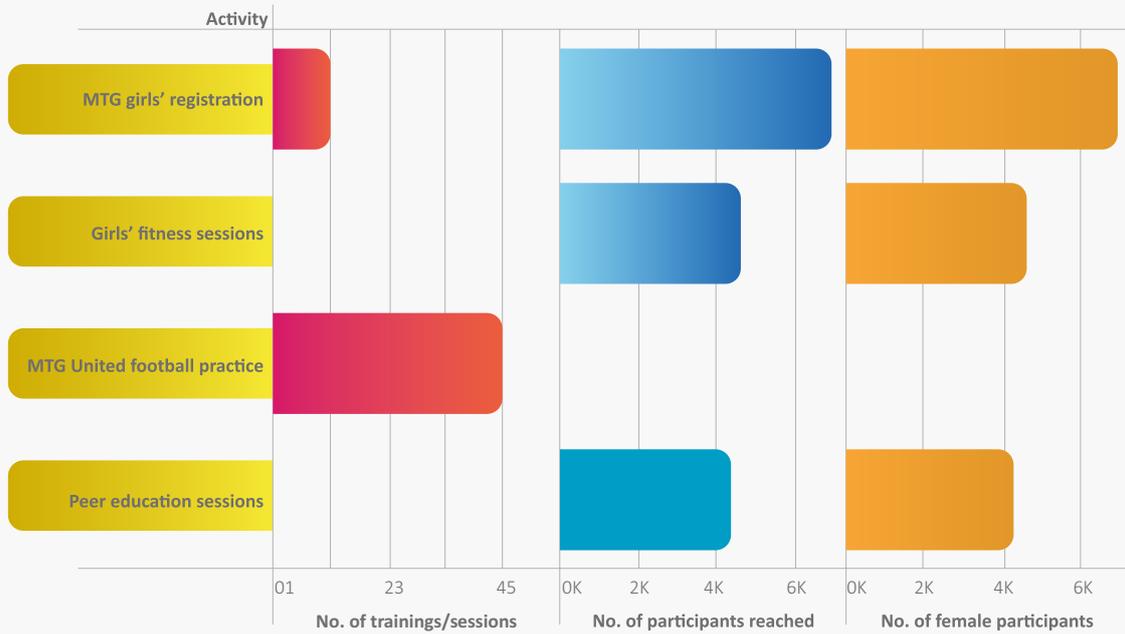
6,869

girls and young women were registered in the four coastal counties where MTG operates.





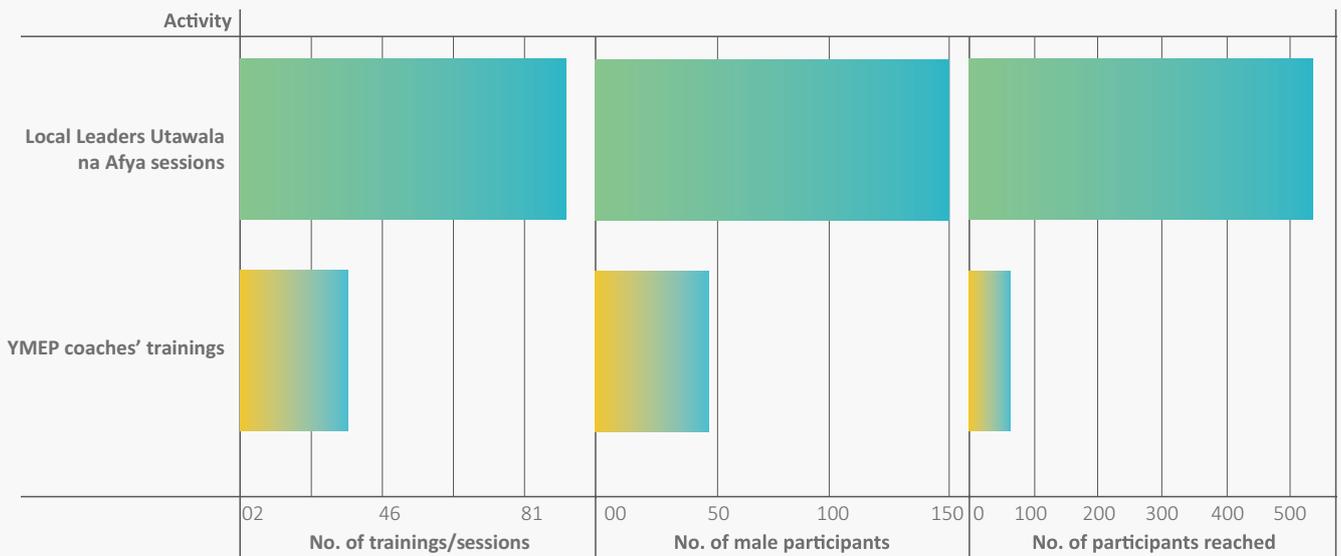
Football



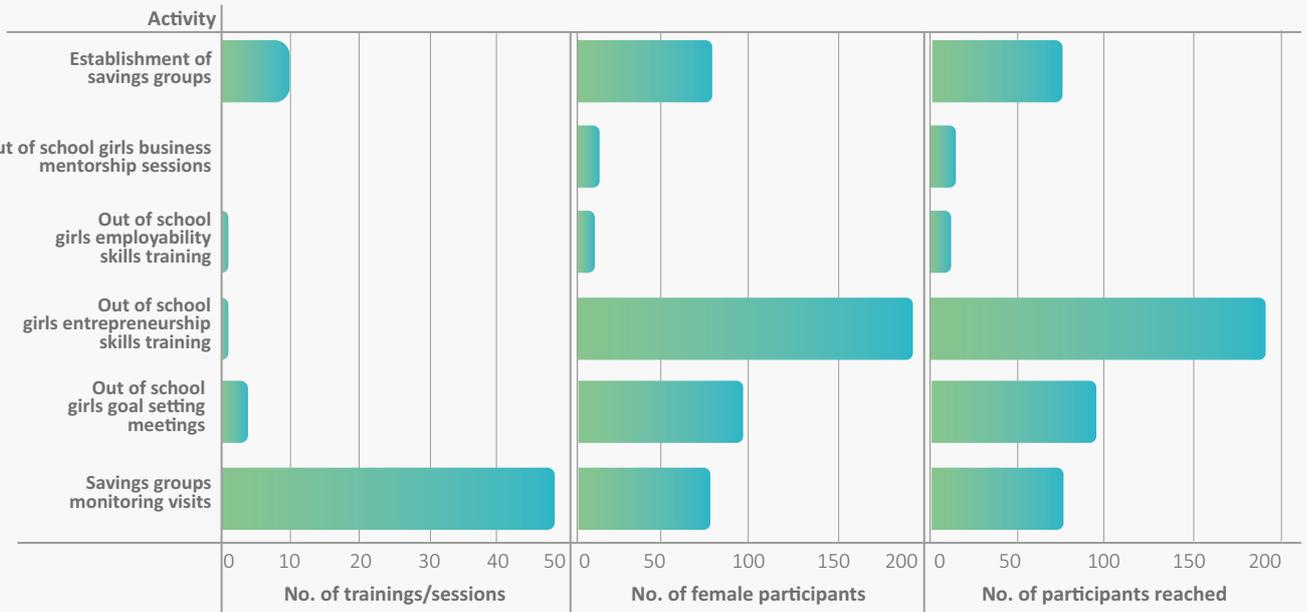


MTG young Men as Equal Partner (YMEP) coach conducting a session to boys in the community

Male Engagement

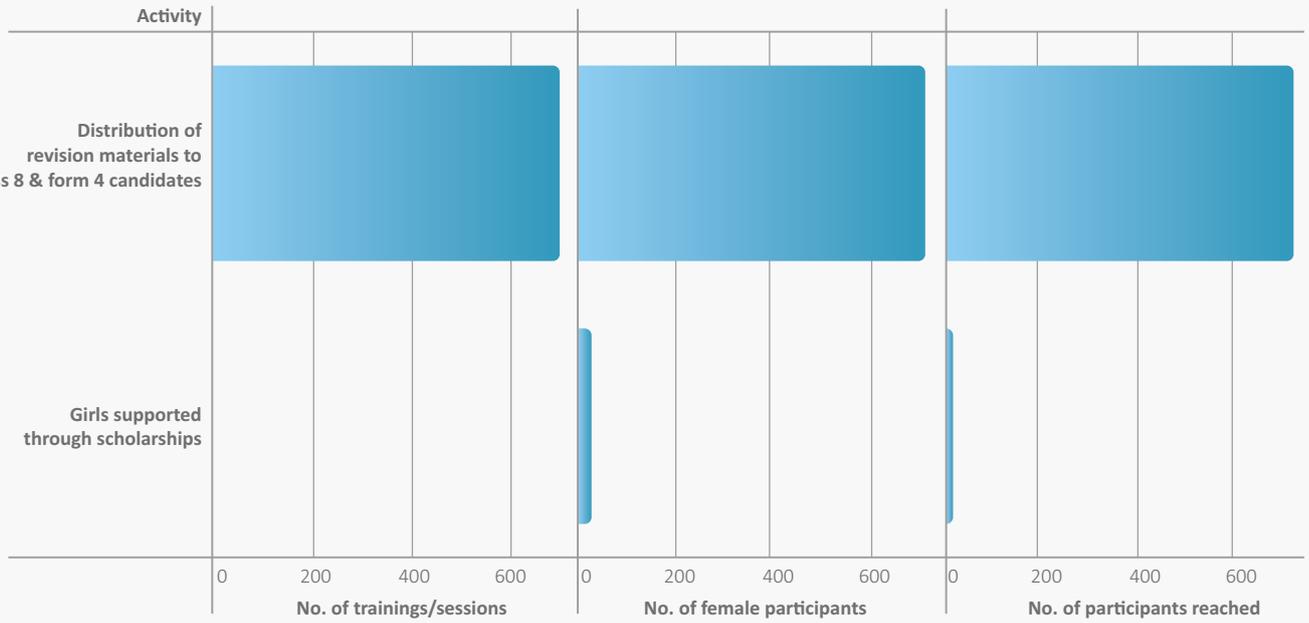


Livelihood and Entrepreneurship



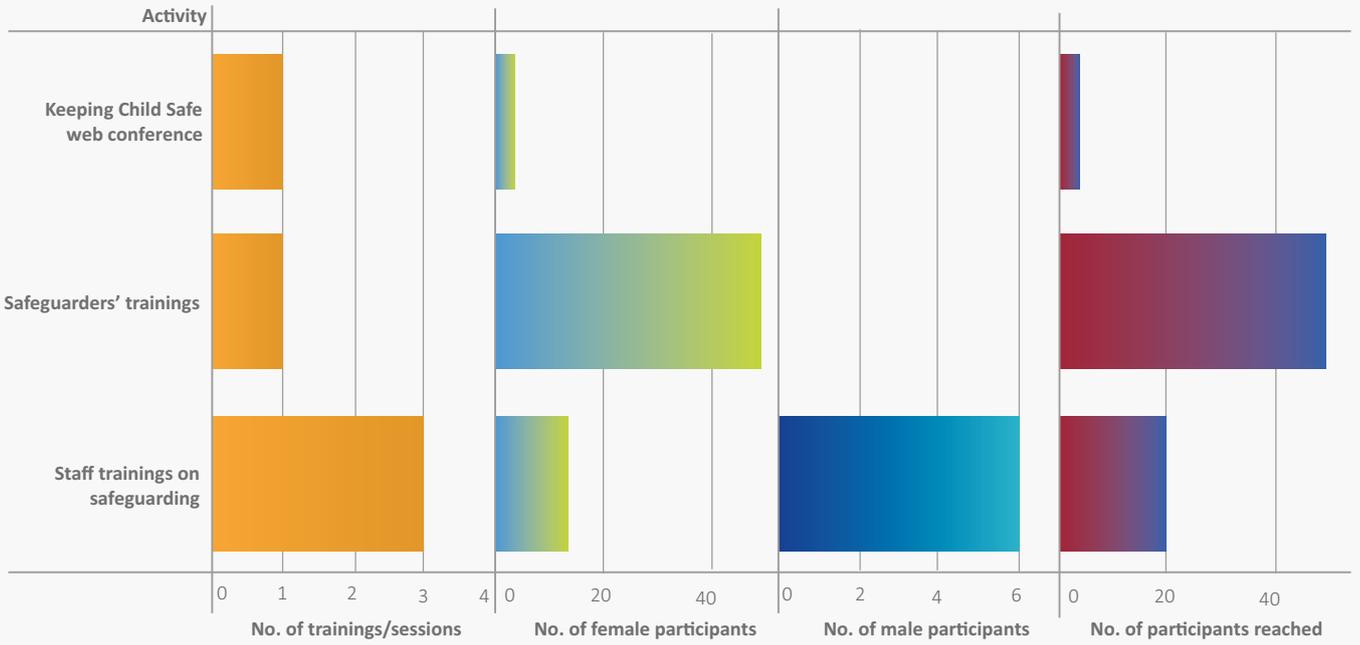
MTG out of school girls make reusable face masks at the Business Acceleration Centre

Education

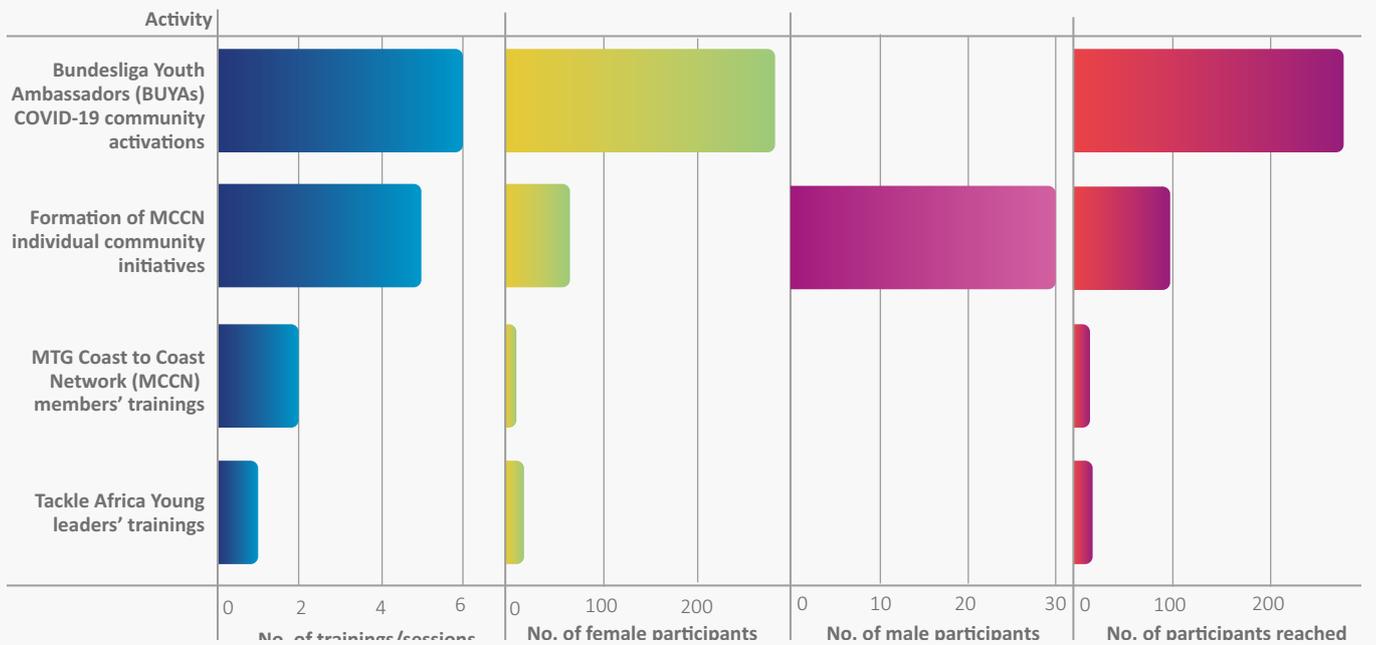


MTG Out of school girls during a business mentorship session

Safeguarding



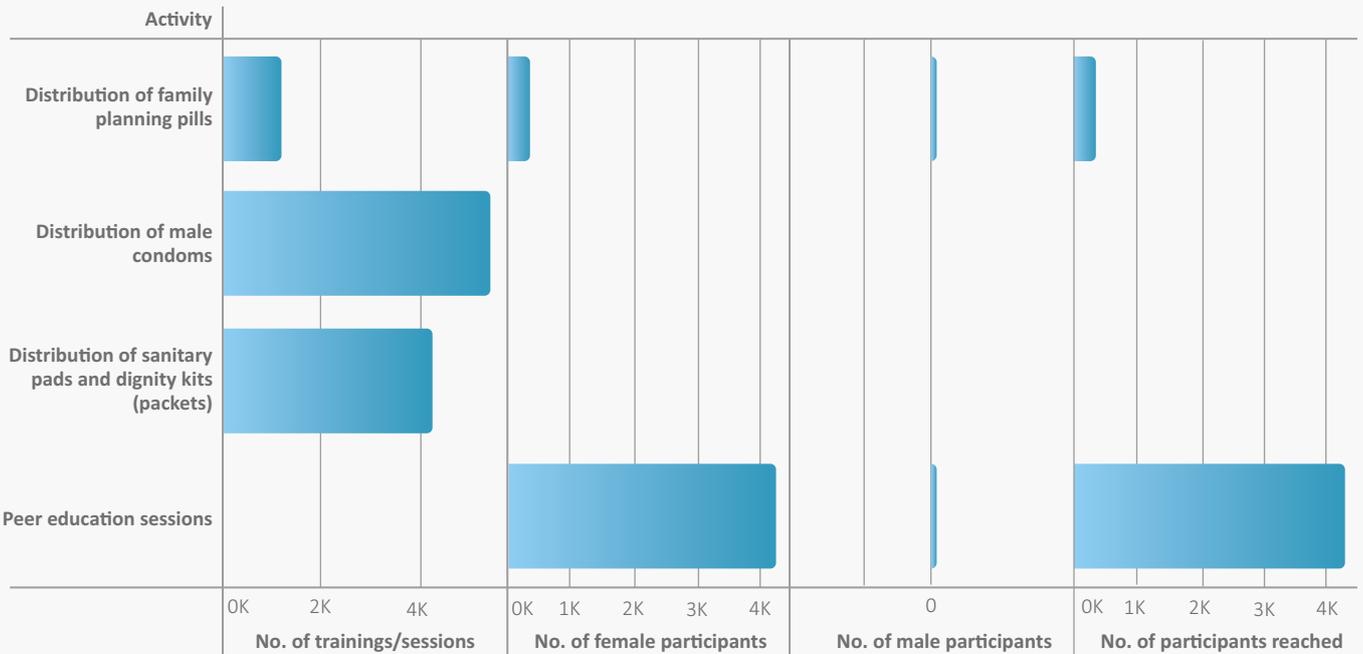
Projects



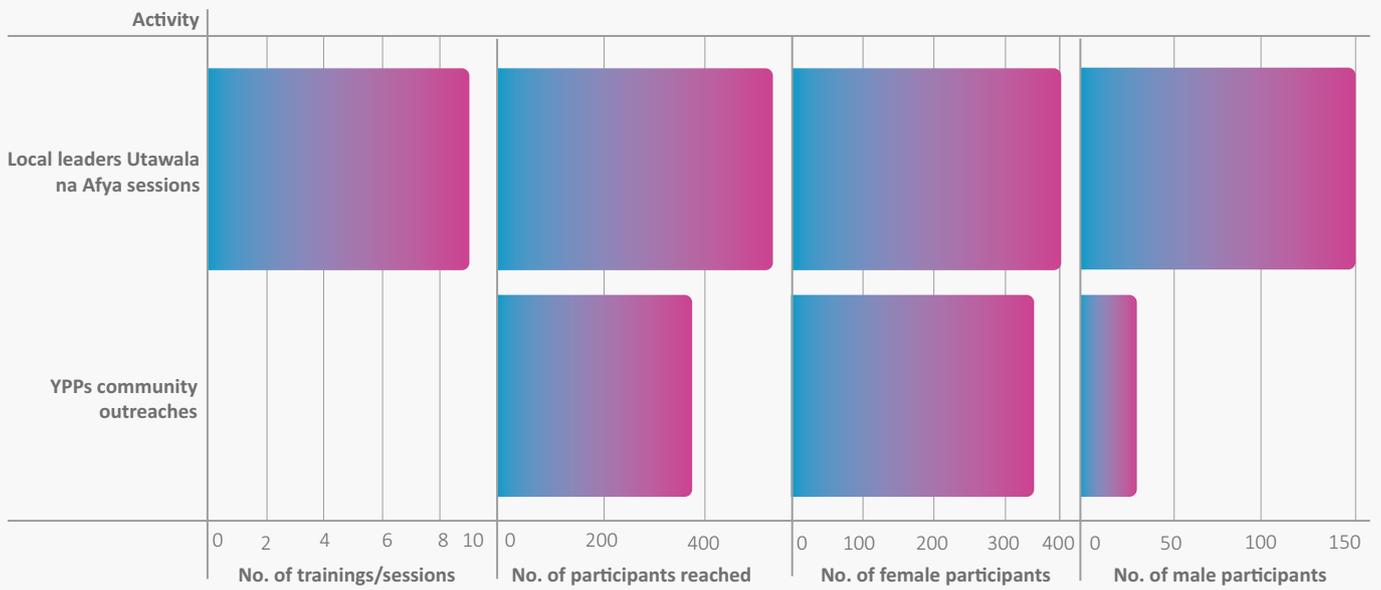


Girls register to join MTG

Health



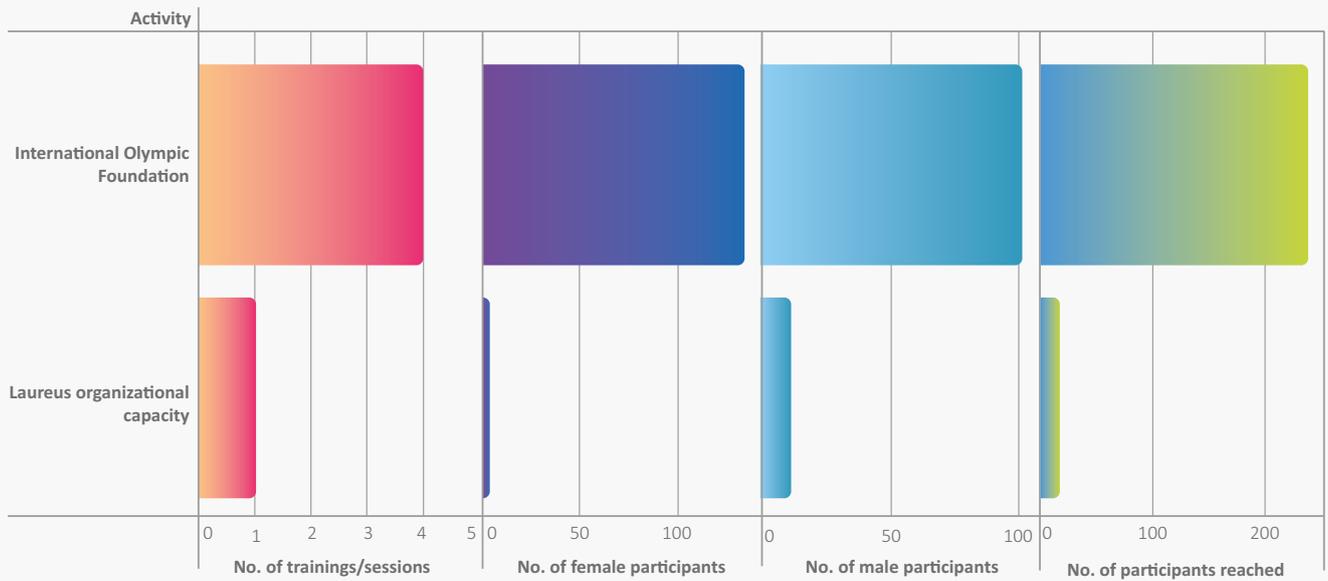
Community Engagement



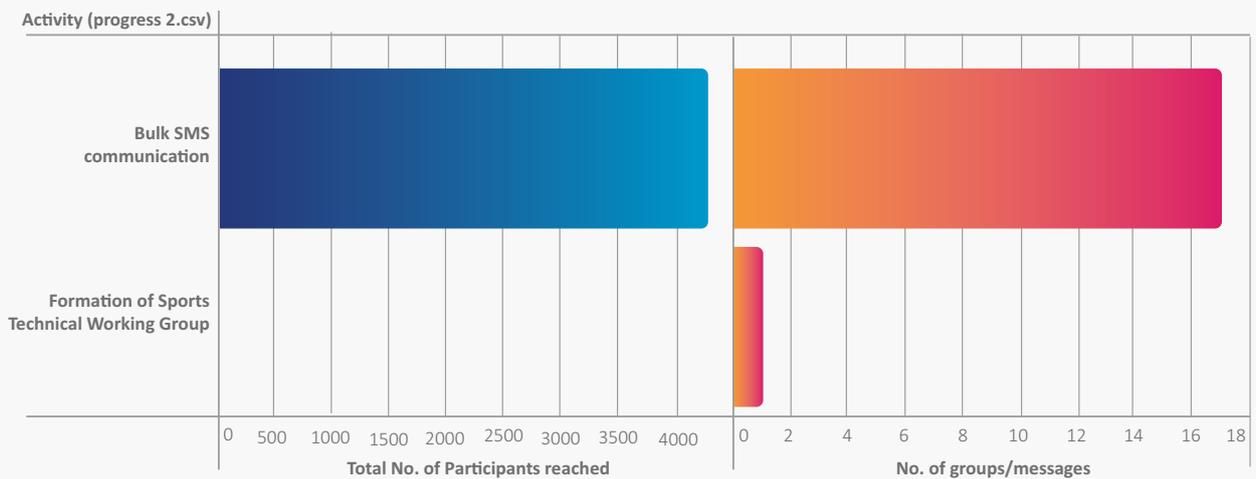
MTG Bundesliga Youth Ambassadors (BUYAs) during COVID-19 community activation



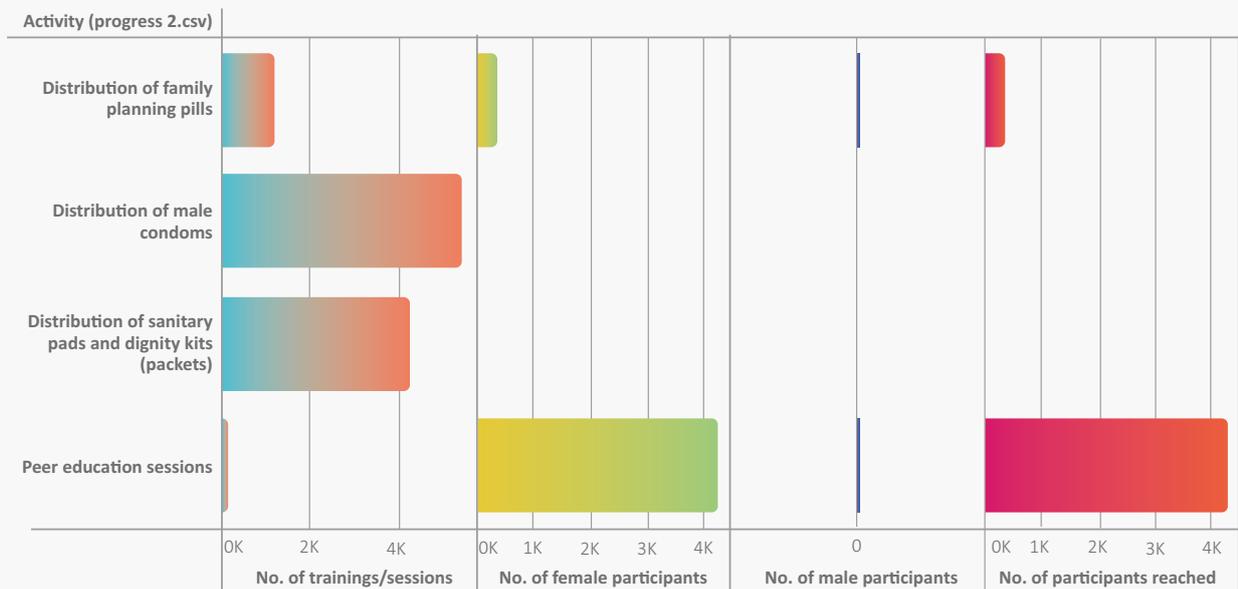
Community of Practice



Advocacy



Health



PICTORIALS



Figure 1 MTG girls during a fitness session



Figure 2 MTG girls during a fitness session



Figure 3 MTG United players during a training session



Figure 4 MTG United players during a training session



Figure 5 MTG girls during a peer education session



Figure 6 MTG girls during a peer education session



Figure 7 MTG during an online employability skills training session



Figure 8 MTG girl during an online employability skills training session



Figure 9 MTG Out of school girls during a business mentorship session



Figure 10 MTG Out of school girls during an entrepreneurial skills training session



Figure 11 MTG out of school girls during a savings group meeting



Figure 12 MTG girls attending a web conference training



Figure 13 MTG Bundesliga Youth Ambassadors (BUYAs)



Figure 14 MTG Bundesliga Youth Ambassadors (BUYAs) during COVID-19 community activation



Figure 15 MTG Coast to Coast Network (MCCN) members during a training session in Kwale



Figure 16 MTG Coast to Coast Network (MCCN) members during a training session in Kilifi



Figure 17 MTG sports technical working group committee members



Figure 18 MTG out of school girls during a soap-making training session



Figure 19 MTG Livelihood Coordinator Doreen Sirya counts the number of facemasks produced by out of school girls at the Business Acceleration Centre



Figure 20 MTG staff doing a demonstration during a trauma & counselling training session



Figure 21 MTG young leaders receive training certificates from Tackle Africa



Figure 22 MTG out of school girls during goal setting meeting



Figure 23 MTG beneficiaries receive revision materials



Figure 24 MTG beneficiaries receive dignity packs



Figure 25 MTG staff leading girls in a fitness session

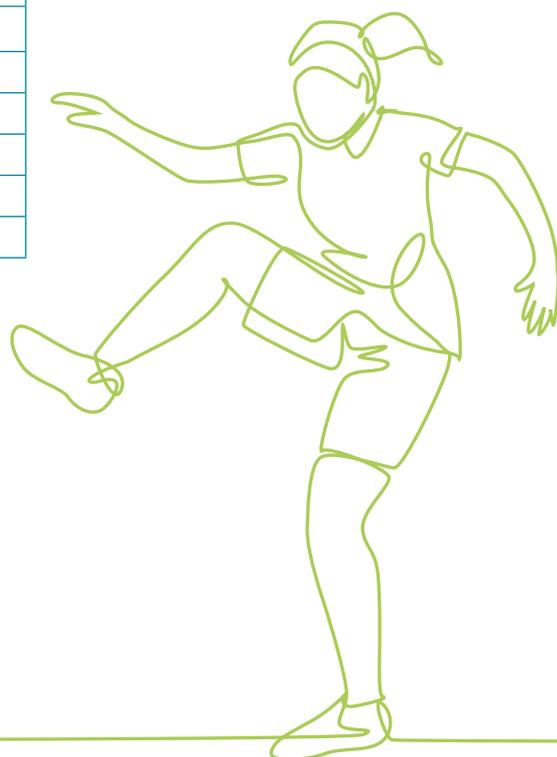
FINANCIALS

Statement of comprehensive income for the year ended December 31, 2020.

INCOME	
GRANTS INCOME	45,288,836
PROGRAM COSTS	45,219,539
BALANCE	69,297
OTHER INCOMES	2,477,598
OPERATING EXPENSES	291,604
ADMINISTRATION COSTS	199,920
BALANCE	491,524
SURPLUS/ (DEFICIT)	2,055,371

Statement of financial position for the year ended December 31, 2020.

NON CURRENT ASSETS	
PROPERTY & EQUIPMENT	34,679,328
CURRENT ASSETS	
CASH & CASH EQUIVALENTS	39,551,315
ACCOUNT RECEIVABLES	9,039,780
TOTAL	48,591,095
CURRENT LIABILITIES	491,524
ACCOUNTS PAYABLE	10,142,361
CAPITAL & RESERVES	11,894,719
ACCUMULATED FUNDS	40,173,655
DESIGNATED FUNDS	21,059,688
TOTAL	73,128,062



THANK YOU

To all our partners we are extremely grateful for your dedication and unrelenting support.





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