



MTG

Annual Report 2012



Empowering Girls Through Football



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INTRODUCTION

2012 was a special year for MTG.

The organisation celebrated its tenth anniversary since inception. This was marked at the Sokoke training camp in August 2012. The invited guests included the founding Director Sarah Forde, the 2012 board chair Maureen Owiti who was accompanied by John Damigott who serves in the MTG board and a member of the Finance committee. The MTG management was represented by Alice Kariuki who was serving as the Finance and Administration Manager.



Alice Wekesa joined MTG in 2011, as the Executive Director taking the mantle of leadership from the founder of the organisation Sarah Forde. She exited MTG in March 2012 having led the organisation for one year. Margaret Belewa took leadership in an acting capacity.

We appreciated the services of the long serving Programme Manager – Margaret Belewa who exited MTG in July 2012.

Atieno Odenyo was hired in August 2012 as the new Executive Director. She spearheaded the annual planning in November 2012.

Moving the Goalposts managed to carry out its activities as planned during the annual planning meeting held in January 2012 through our football, health, community liaison, economic empowerment and monitoring and evaluation departments supported by the MTG programme support staff. We appreciate the input of all staff for their commitment in the implementation of the activities and the strategic plan.

Appreciation goes to the girls, their parents and the community at large for their unfailing support.

Alice Kariuki
Acting Executive Director
Moving the Goalposts

MTG'S MISSION

A MORE INCLUSIVE, JUST, AND PEACEFUL WORLD
WHERE GIRLS' AND WOMEN'S FULL HUMAN RIGHTS ARE
REALIZED AND PROTECTED



“I joined MTG at the age of nine and ever since my life has never been the same again.....
Football has empowered me to think beyond the box and dream big.”
Mbeyu Akida (MTG player)



MTG IN ACTION IN 2012

8 BOARD MEMBERS

29 STAFF MEMBERS

753 VOLUNTEERS

WORKED TOGETHER TO STRENGTHEN THE VOICE, IMPACT AND INFLUENCE OF
3412 MTG GIRLS AND YOUNG WOMEN IN KILIFI
BY PROVIDING OPPORTUNITIES FOR THEM TO PLAY FOOTBALL, TAKE ON LEADERSHIP
ROLES, LEARN ABOUT THEIR RIGHTS AND HOW TO CLAIM THOSE RIGHTS, WITH A FOCUS
ON SEXUAL AND REPRODUCTIVE HEALTH AND CHOICE. WE CONTRIBUTE TO THIS AIM
BY MAKING FOOTBALL AN AREA OF OPPORTUNITY FOR GIRLS, ENABLING COMMUNITY
STAKEHOLDERS TO CHAMPION GIRLS' RIGHTS AND THROUGH STRATEGIC ALLIANCES THAT
ADVANCE THIS AIM.

IN FOUR PROGRAMMES

(FOOTBALL, PEER LED HEALTH EDUCATION, COMMUNITY LIAISON AND ECONOMIC
EMPOWERMENT)

IN MTG'S 10TH YEAR FULL OF MTG ACTIVITIES



MTG ACTIVITIES IN 2012



MTG'S STRATEGIC GOAL 1

MAKE COMPETITIVE FOOTBALL AN AREA OF OPPORTUNITY FOR GIRLS IN TERMS OF EQUAL ACCESS TO OPPORTUNITIES AND LEADERSHIP POSITIONS.



IN 2012, MTG...

- ✓ registered more girls for its football leagues than ever! 3412 girls participated in the MTG football leagues that were organised by MTG field committees.
- ✓ saw a record number of girls' football teams (329) playing. All teams were coached by MTG coaches.
- ✓ girls played 2022 matches during the MTG leagues. All matches were led by MTG referees and first aiders. MTG girls played more league matches as compared to previous years.
- ✓ activities were held in more league fields than ever. Girls in Bamba joined the MTG programme in 2012, increasing the MTG fields to 35.
- ✓ mobilised more teams (32) for the second girls'

football tournament for schools/units for children with special needs.

- ✓ continued organising the annual primary and secondary school tournament and the MTG tournament.
- ✓ designed a new leadership curriculum that provides a pathway for girls' leaders and is led by experienced MTG Trainers of Trainers.
- ✓ piloted MTG's approach in Mwangaza Visionary School in Kwale district with support from Adidas.



AS A RESULT...

THERE WERE NEW OPPORTUNITIES FOR GIRLS

Seven MTG girls were selected for the National Youth Service after impressing the selectors with their physical fitness, confidence and decisiveness. The girls joined the basic training in Gilgil. Their leadership skills were soon appreciated. Fathuma Mohammed and Anastasia Ndali were selected as the football captains of their barrack, with Anastasia also becoming the overall games captain for women in the National Youth Service.

The MTG girls were very active during the life skills trainings. The MTG peer educators in the



group were asked to facilitate peer education sessions on condom use and relationships.

MTG GIRLS WERE RECOGNISED AS LEADERS IN SPORT

Out of school girls, who were trained and active as referees in MTG, were recognised by the Football Kenya Federation (FKF) and KEFORA (Kenya Football Referees Association).

Nine girls officiated during the Provincial School Ballgames matches and in FKF football leagues. Saumu Kadhengi, in MTG since 2007, and trained as a referee in 2012 was chosen to be assistant referee in a match between Bandari (a men's premier league team from Mombasa) against Sparki Youth. She did this so well that she was awarded to be the centre referee in the match between the Nationwide league teams Magongo Rangers and Sparki Youth in a tournament in Mombasa.



LILIAN PARTICIPATED IN THE UNOSDP YOUTH LEADERS WORKSHOP IN QATAR

Lilian Mbeyu, who as “the Young Leader” joined the MTG boys’ and girls’ team that participated in the Football For Hope Festival in Johannesburg during the 2010 World Cup in South Africa, was chosen to represent MTG at the United Nations on Sport for Development and Peace (UNOSDP) youth leaders workshop in Doha, Qatar. Lilian

interacted with thirty other young leaders from Sub Saharan Africa and the Palestinian Territory. The participants held discussions in workshops about sport as a tool for development and peace, their programmes related to the Millennium Development Goals and about quality sports coaching. The Aspire Academy for Sports Excellence in Doha where the camp was held is one of the best sport centers in the world and Lilian did a lot of new sports such as yoga, judo and wheelchair hockey. It was a great opportunity for Lilian to interact with young leaders from different countries and to be exposed to new sports and adventures, such as a trip over sand dunes through the desert in four wheel work and her personal life. See the story in the box. drive jeeps. Lilian, the football coordinator from Moving the Goalposts implemented a number of lessons that she learned during the UNOSDP youth leaders workshop in her



“There is no-one working with children with disabilities around here so I want to finish my Diploma in Community Health and enrol for a degree so that, one day, I can start my own organisation to help young people with disabilities,” notes (Lilian) Mbeyu. “They are discriminated against in our community and I want people to know they have rights just like the rest of us that should be respected.” she adds. Judging by what Mbeyu has achieved so far it is quite likely that she will put her dreams in practice.

Sarah Forde and Lilian Mbeyu, The Star, March 8, 2012





TOP GIRLS WON PRICES!

- MTG participated in the prestigious **Watoto Soccer Awards** competition that was organised by Junior Stars Football Academy in Mombasa. Junior Stars believes that every young person can excel in soccer if given the opportunity.

Three MTG girls showed that this is true and won awards in the following categories:

Janet Hendry was the best striker in the under 13 category.

Her MTG United under 13 team mate **Pili Mwamure** was the best goalkeeper. They were awarded a trophy, certificate and medal.

Esther Munga was the 3rd outstanding defender. The ceremony was held at Whitesands Sarova hotel. Famous Kenyan comedian Churchill was the master of ceremony of the day.



reached the final. In that final, the girls lost to Gaspo Youth with 1-0. Since the results are getting better every year, we are all hopeful for the East Africa Cup in 2013!

- The **East Africa Cup**, an annual event was held in Moshi, Tanzania, brings together teams from Tanzania, Kenya, Uganda, Burundi and Rwanda. As well as football, volleyball and sitting volleyball there is a wide range of workshops including first aid, refereeing, animation, conflict resolution, leadership skills and HIV prevention. There was also music, dancing and theatre from all over East Africa. MTG participated in 2012 for the fourth time in the East Africa Cup. It was the first time that the MTG United under 16 team





From Kaloleni



From Ganze

- Mbeyu Esse Akida was selected to join the National Talent Academy. The Academy

combines trainings for Kenyan talents with vocational and life skills trainings. Mbeyu played for the National Talent Academy team, Matuu, in the Kenyan Women Premier League. The team became the national champion and Mbeyu the top scorer. Her talent was truly recognised when she was selected to play for the **Kenyan National Women's Football team** in a friendly match against Ethiopia. The football website Futaa.com used the header: "Mbeyu to lead Kenya's Women's team against Ethiopia." In the article she was called the "Hattrick Queen".

- St. John's girls' secondary school, the runners up in the MTG secondary school tournament in 2012, became the winners of the Coast Provincial ball games competition and runners up in the **national school ball games finals**. With this, they qualified for the East African School Ballgames held in Bujumbura, Burundi. The school felt that this success should be attributed to the opportunities offered by MTG to play in the MTG secondary school tournament and the friendly matches against the MTG United teams. Of course there were MTG girls in St' John's secondary school football team! And they played against other MTG players Fathime Khamisi and Kaluwa Pascal who have scholarships from Olympic High School in Nairobi.

- Meanwhile, fifteen MTG players qualified for the **Provincial primary school ball games**. The coach of the team was a teacher from Ganze who appreciated MTG efforts of nurturing the girls talents. Three players were from the MTG leaguefields in Kaloleni district, six players from Bahari district and six players from Ganze district.



2012 WINNERS



**Kang'amboni , winner
MTG primary school tournament**



**Kilifi Mixed Secondary School winner
MTG secondary school tournament**



**All girls were winners in the
tournament for girls with special
needs!**



**Young Ladies, Mnarani, winners Open
Age Champions League 2012**



**Kings, Bale, winners under 13
Champions League 2012**



**Junior Babies, Tsagwa, winners under
10 Champions League 2012**



Olympic High School, winners MTG Tournament, Open age category



MTG United under 16, winners MTG tournament, under 16 category



How Sophia Katana changes people's perceptions

Sophia Katana is the goalkeeper of Manchester, an under 13 in Silala league field. Sophia is a girl like all the other MTG girls, enjoying playing football and fulfilling her leadership role as first aider as well as she can, with one exception. Sophia has a disability.

When Sophia was young, she got sick. She recovered, but remained with a disability. Sophia goes to school, just like her brothers and sisters. She is in Silala primary school, in standard seven. When Sophia's sister joined MTG in 2011 as a player, Sophia accompanied her to the field to watch her play. Soon she was approached by two young MTG leaders, Mary Pembe and Zawadi Kaluwa Charo, who were adamant that Sophia should join them in their football team. Initially her mother didn't like the idea. "I was afraid that Sophia would be tired. Sophia has problems with her balance and I was afraid that she might fall." The MTG leaders Mary and Zawadi talked to Sophia's mother supported by Doreen Sirya, one of the MTG staff members to overcome her fears and let Sophia join their team. Sophia's father: "I used to go to the field when Sophia was playing, because I was worried that something might happen to her. When I saw Sophia in the field, I was convinced that she could do it and I felt I had to encourage her to continue."

Sophia likes playing football. Of course there are challenges. Sometimes it is difficult for her to catch a ball. Or sometimes the ball hurts when one of the opponents shoots at her goal. What she likes most in MTG is the opportunities to go for trips. Once she went to Petanguo, Ganze district, to play a match and she went to the Sokoke residential training. The players in her field chose her to be trained as a first aider. "That was because she is active and she is not shy", explains Zawadi Samini, the field leader of Silala. "Sophia is always present at each

activity and she is a good goalkeeper. That she can't run fast when she is doing first aid, is not a problem. The players come to her, when they need assistance."

Sophia is proud to be a first aider. "Being a first aider has helped me to learn a lot of things that other players don't know. I can now help people when they are hurt." Sophia's brother explains: "Sophia is traveling every Saturday. She goes to Silala and has been in the MTG trainingcamp. She has accepted herself like any other person in our family." For Sophia the benefits of being part of MTG are clear: "What I like in MTG is going for trips. My biggest dream is to go for a trip with MTG to Nairobi."



MTG'S STRATEGIC GOAL 2

TO ENABLE GIRLS TO OBTAIN AN INCREASED SENSE OF SELF, REALIZE THEIR LEADERSHIP POTENTIAL; DEVELOP A GROWING AWARENESS OF THEIR RIGHTS AND ABILITY TO REALIZE THOSE RIGHTS BOTH FOR THEMSELVES AND OTHERS



IN 2012, MTG...

✓ fully implemented the “Football for the empowerment of girls and the elimination of girl child labour project in Kilifi County” (2011 – 2013) with the International Labour Organization. Local Child Labour Committees, that included girls’ football players, reached out to girls engaged in child labour or at risk of being engaged in child labour. Most of the beneficiaries of the project have been MTG players (girls between 5 – 17 years). New beneficiaries have become MTG members and participated in weekly sessions focused on sexual reproductive health and rights and human rights. The project has combined the power and structures of football with interventions such as psychological support, support with

schoolfees and materials, trainings of child right clubs, vocational training, business support, training of parents in savings groups and community awareness activities.

- ✓ registered more out of school girls (213) in the programme. The “PATHWAYS: Creating opportunities for out of school girls programme” targets out of school girls between 15 -24 years. All out of school girls have made individual development plans, have received C.V. writing trainings, have started volunteering in MTG, have gone/or are ready to go back to school or to start vocational trainings or businesses.
- ✓ facilitated the activities of Youth Peer Providers in The “Increasing



Access of Sexual and Reproductive Health Information and Services to Adolescents and Youth in Kilifi County, Kenya project” that focuses particular on services to prevent unwanted pregnancies and unsafe abortions. Under this programme that is funded by Planned Parenthood Federation of

“But what MTG does right from the start is to draw the lines, much further away, closer to the horizon. As girls we look up , we lift our heads and aim for what we never thought was ours. The goalpost movers”.

Peris Mwaka in “MTG model MTG publication 2012

Americas, Youth Peer Providers counsel older MTG girls and community members and they distribute contraceptives. The contraceptives are obtained from government health services.

- ✔ scaled up the number of savings groups.
- ✔ held trainings with field leaders, leaders younger than thirteen year and captains of teams for girls below ten years about leadership, good governance and children’s rights.
- ✔ engaged all MTG girls in year one sessions of the new MTG curriculum carried out by MTG peer educators



AS A RESULT...

GIRLS ARE SHOWING LEADERSHIP AND DECISION MAKING SKILLS

MTG girls are leaders in their field, but girls are more and more recognised as leaders and role models as the girls from Matsangoni field show:

The players of Lion Heart Football club, a boys team in Matsangoni, had seen MTG girls playing football in Matsangoni league field. The boys from Lion Heart Football club invited the MTG girls for an event in their community

to sensitize girls on playing football and girls' leadership. The MTG girls went to the event and played one of their league matches.

The audience was enthusiastic and enjoyed the demonstration. Three MTG referees officiated a match between the men's teams later that day.



FLORENCE KARISA IS "DOING THE RIGHT THING AT THE RIGHT TIME"

"My name is Florence Karisa, the field leader from Mdzongoloni league field in 2011. I was recognized as the best field leader during the MTG league championship and I have been the school head girl from Mdzongoloni primary school. I became the head girl of the school, because of the leadership skills

that I gained as MTG member. My leadership impressed the teachers. I was able to balance my efforts in the field and academically. I usually do the right things at the right time and at the right place. Community members complained to my parents: they suggested that I should quit participating in MTG activities so that I could



concentrate on my studies. I was preparing for my primary school exams and they said I needed more concentration in class. But I decided to continue and promised my parents to surprise them in my academic performance. The results proved me right. I scored 373/500 marks in my exams. I kept my promise of proving the community wrong that participating in MTG activities leads to failure in academics. My

parents, teachers and the community were impressed by my performance. They thought I could not manage. After the results were announced I was worried. I am from a big family. I have twenty siblings. And three brothers are in high school. MTG encouraged me to apply for different scholarship opportunities. Fortunately I got the HILDE scholarship and I have joined Bahari girls secondary school.

A parent from Bahati: “My daughter could not talk to me freely”

“MTG has empowered many girls in the community especially in Bahati, where my daughter plays. My daughter Amina could not talk to me freely. Neither could she tell me what she wanted, even when she had problems. She just started to cry. As a single parent, Amina’s mother died when Amina was three years old, I could not let this happen to my daughter, as she is very important in my life. One day Amina told me that she wanted to start playing football with MTG at Bahati field. I asked her if that was what she really wanted, because as a young Muslim girl she has to plan herself well, since she was also going to the madrassa for teachings. I supported her with the necessary things as signing the registration form. Amina has changed since she started playing football and participating in other MTG activities. She now tells me what she wants and she also shares with me what they do in the field. I have visited the field and witnessed it for myself. It is really amazing how the girls are taking up their roles.”

“When MTG started, community members used to have a lot of negative ideas about MTG such as that girls were misused, that they would leave home, drop out of school, they would look like boys, misbehave and get pregnant. The opposite has been true and people now accept girls playing football. In these years I have seen improvement in girls’ behaviour. As a headteacher I have seen a reduction in teenage pregnancies and school drop out, an influx of girls in schools and an increase of girls joining secondary schools. Through MTG’s life skills programme, girls have learned about “day to day life”. They have knowledge about their bodies and how it changes during puberty. They have also learned about how to relate to boys and to see them as their own brothers. Boys and girls are mingling now and I think that is a healthy development.

Initially community members didn’t like to see girls playing. Especially Muslim community members, but this has changed. Fathime Khamis has been a great role model. Now also Muslim parents allow their daughters to play. I think that the traditional believes that people used to have towards education for girls, have changed. Girls are going and they are staying in school. That MTG assists girls with awards towards their education has certainly helped and it has motivated girls to join MTG.”

Mr. Damigott, head teacher and MTG board member

“If I hadn’t joined MTG I would perhaps run a small business, like selling mandazi, or so. I would have got married already. Perhaps I would have been divorced, because I would have married too young. I would have been at home, with nothing to do and depend on my parents. Now I have skills, know how to make decisions and I have achieved what I wanted when I was in secondary school: being good in football. I am a coach and I’m confident that I will be able to be independent and make a living out of these skills.”

Martha Shaban, YDF, Including out of school girls in MTG’s programme publication



“My name is **Jesca Manyeso Mwaringa** from Petanguo field, Ganze division in Kilifi county. I am 22 years old. I registered with Moving The Goalposts in February 2012 after hearing that the organization is empowering young girls and women by knowing their rights and discovering their talents through football. After joining MTG, I was selected to attend the peer education training in Kilifi, after which I become a peer educator. Through peer education, I have been able to learn more about my reproductive health and rights. At the same time I have been able to educate my peers at my field and the community at large. I am better informed about my rights, know how to manage stress and how to protect myself from contracting STI’s. I can stand up for myself, because I know my rights and I can’t allow anyone to violate me or other people. I can stand in front of people. For example I can conduct peer education to my peers and also counsel them. I have also been able to share information with other girls at Petanguo secondary school.

Through peer education at the school and in the community, I have been able to bring a positive change in my life and other people in the society. I also managed to influence some of my cousin sisters to register in MTG after I explained to them what MTG is all about. MTG has helped me to learn more and to better my life.”

GIRLS ARE VOICING RIGHTS ISSUES

Mercy Anne Akinyi is one of the young MTG women who champions for girls rights and fights injustice when she sees it. Mercy Anne is football coach, peer educator and Youth Peer Provider in MTG.

Kadzo (16) was rescued by Mercy Anne from early marriage. Kadzo (not her real name) had a secret relationship with a man. She got pregnant. The girls at her league field were talking in low tones, because they were afraid that Kadzo's family was negotiating with the man over "Makosa", a "fine" decided by village elders in the community. Payment of the fine would allow the man to buy off the offence, go free and marry the girl. Mercy Anne intervened immediately, stopped the negotiations and had the man reported to the police and the children's department. Mercy

Anne received threats from the parents of the girl and the man, but she continued and had the girl taken back to the parents' place. The children office and the police did not take action because of the distance to the village. Every time Mercy Anne was given a summon letter, the man and the parents asked Mercy Anne to pay for their transport. Mercy Anne could only manage to cater for her own transport and that of the girl to report the case. The case is still at the children's officer desk. Mercy Anne is now assisting the girl to go back to school.

Mercy Anne talks in forums and meetings in the community to express her, and other volunteers, frustrations of not seeing justice for reported cases of violations of rights and sexual abuse.

THERE HAS BEEN AN INCREASED SUPPORT FOR GIRLS IN EDUCATION AND ECONOMIC OPPORTUNITIES

✔ MTG recognizes its active participants. Through the awardscheme programme, MTG players score points in each MTG activity that they are participating in. The most active

players and leaders are awarded. In 2012, 100 active MTG members were awarded with school fees or contributions towards their businesses.

Charity Peter is an MTG member since 2007. She started as a player and has grown over the years in various leadership roles. At first it was difficult for her to fulfill her duties as a volunteer and leader, but she was trained by MTG and got support from staff and her players. She became a reliable and active field leader. Last year she gave the opportunity to one of the other girls, whom she supports like she has been supported before herself. Charity, now a mother of four children, started a catering business in her community, while still being an active MTG member. This made her win an award in the award scheme. Charity used the award to buy sufuria's (cooking pans) and big serving bowls so that she can cook for groups of up to one hundred people. Charity has been contracted by Plan International during events in her community.

✔ In 2012, 901 girls benefited from the “Football for the empowerment of girls and the elimination of girl child labour in Kilifi County” (2011 – 2013) that MTG implements with the International Labour Organization. 450 girls have been withdrawn from child labour and 450 girls who were at risk have been prevented from being engaged in child labour.

With support from MTG, parents having started savings groups. The groups are vibrant and have enabled the parents to pay school fees so that their daughters can continue going to school once the girl child labour project comes to an end.

Elizabeth (not her real name), 12 year, dropped out of class four at primary school, when her parents couldn't afford to pay her school fees. She was sent to Mombasa to work in a family as househelp, a fate that hits more young girls in Kilifi. Her mother was approached by MTG girls and Local Child Labour Committee members. They explained her the rights of children, the MTG programme and the support that her daughter could get. Elizabeth's mother brought her daughter back home and to school. The mother was invited to join the savings groups for parents. The group used money from their group savings to start a soap making project. With the benefits, they have started a group poultry project.

Asha (not her real name) had been an MTG player. When her parents couldn't pay her schoolfees, she disappeared and went to work as a housemaid in Mombasa. Asha's team mates made an effort to get in touch with Asha with help of the Local Child Labour Committe. As a result Asha has been withdrawn from child labour and is back in school. The MTG child labour project has assisted Asha with school fees. Asha also resumed playing football with the other girls. She wants to be trained as a peer educator to inform other girls about their rights.

✔ The Pathways programme has enabled MTG to recruit more out of school girls in the programme. Links with educational services, employers, governmental institutions have

been established. Girls have all made an individual plan and they have taken the first steps in the process. Millicent Fikiri is one of the girls who went back to school.

Millicent Fikiri joined MTG in 2009, when she was 20 years old. She was married and had a child. She dropped out of school when she got pregnant and stayed at her grantparents home where she took care of her child. When Millicent moved to her family-in-law, they tried to assist her as well as they could. Millicent became an active football player, referee and was elected by her peers as a field leader in Mido field. When MTG started programmes for out of school girls and helped them to make plans for their future, Millicent decided to go back to school. As a married mother she is now, supported by her family-in-law and the MTG Pathways programme in Ganze secondary school, a boarding school, and she enjoys every minute. She is in Form 3 and performing well. During half term and holidays she is still the active MTG member she always was. Her child is now in Kindergarten 3 and a student in the same village.

- ✔ 40% of MTG's out of school girls interviewed said that their income has increased due to participation in MTG (through MTG stipends, access other opportunities)
- ✔ 77% of the girls believe that their participation in MTG will help them increase their income
- ✔ 82% of the girls said that participating in

MTG has enabled them to have plans for their future

- ✔ 72% said that participating in MTG has improved their qualification for getting a job or running a business

SAVINGS GROUPS ARE MATURING, SUPPORTING FAMILIES AND HAVE LED TO EXPANSION OF BUSINESSES

Thirteen savings group for out of school girls are running in the MTG league fields. Each group member has received savings mobilisation training (including keeping records, where to keep the funds and how to keep the funds safe, income generating activities and group leadership). The savings groups have learned how to make group rules that establish trust within a group, dealing with pressures and constraints of saving for individual economic independence versus contributing to the family. Over 70% of girls are using the saving group to contribute to the family such as paying school fees or levies for siblings or cousins, contributing to meals when no family member has been able to find much work, or to pay for hospital fees of a sick relative. Others are reinvesting in their businesses, such as restocking grocery shops, buying cloth or paying off startup loans.

One of the groups, the savings group in Ndugumnani has started a group project. With support from a well wisher, they have built their own chicken farm. All group members have contributed a chicken.



MTG'S STRATEGIC GOAL 3

TO ENGAGE COMMUNITY STAKEHOLDERS AND ENABLE THEM PLAY A SUPPORTIVE ROLE IN CHAMPIONING GIRLS' RIGHTS, WITH A FOCUS ON SEXUAL AND REPRODUCTIVE RIGHTS, HEALTH AND CHOICE



IN 2012, MTG...

- ✓ trained parents, teachers and community members on the importance of discussing reproductive health information, right and choice with girls. This was done during parents, teachers and community meetings (Tumanyane days) and trainings. The participants discussed the challenges that they faced in talking about sexual reproductive health issues to their children. MTG staff facilitated the sessions during trainings and community meetings.
- ✓ trained 23 community members/parents as girls' champions to provide specialised support for girls and young women with rights abuse cases that required legal action. Girls champions organised meetings in the community to educate members of the community on the effects of early marriages and early pregnancy.
- ✓ held discussions during trainings and community meetings about girls' rights and child protection procedures
- ✓ started six league fields in a new MTG area: Bamba with 688 players. Community

members participated in discussions about issues that girls in Bamba are facing. Teenage pregnancies, dropping out of school, lack of education and early marriages were mentioned as the most pressing problems of girls in Bamba. Stakeholders in the community agreed that starting the MTG programme in Bamba would be an additional strategy to tackle the problems. Community members recruited the first MTG members, after which the new MTG girls continued with the process.

We have used the sport to change the attitude of a community that for a long time believed that girls could not and should not play football. We want parents to take the leading role in the success of their daughters" Margaret Belewa . Former programme manager in "Scoring Life Goals", Standard Newspaper, June 25, 2012.

AS A RESULT...

PARENTS ARE BECOMING AWARE OF SEXUAL REPRODUCTIVE HEALTH AND RIGHTS

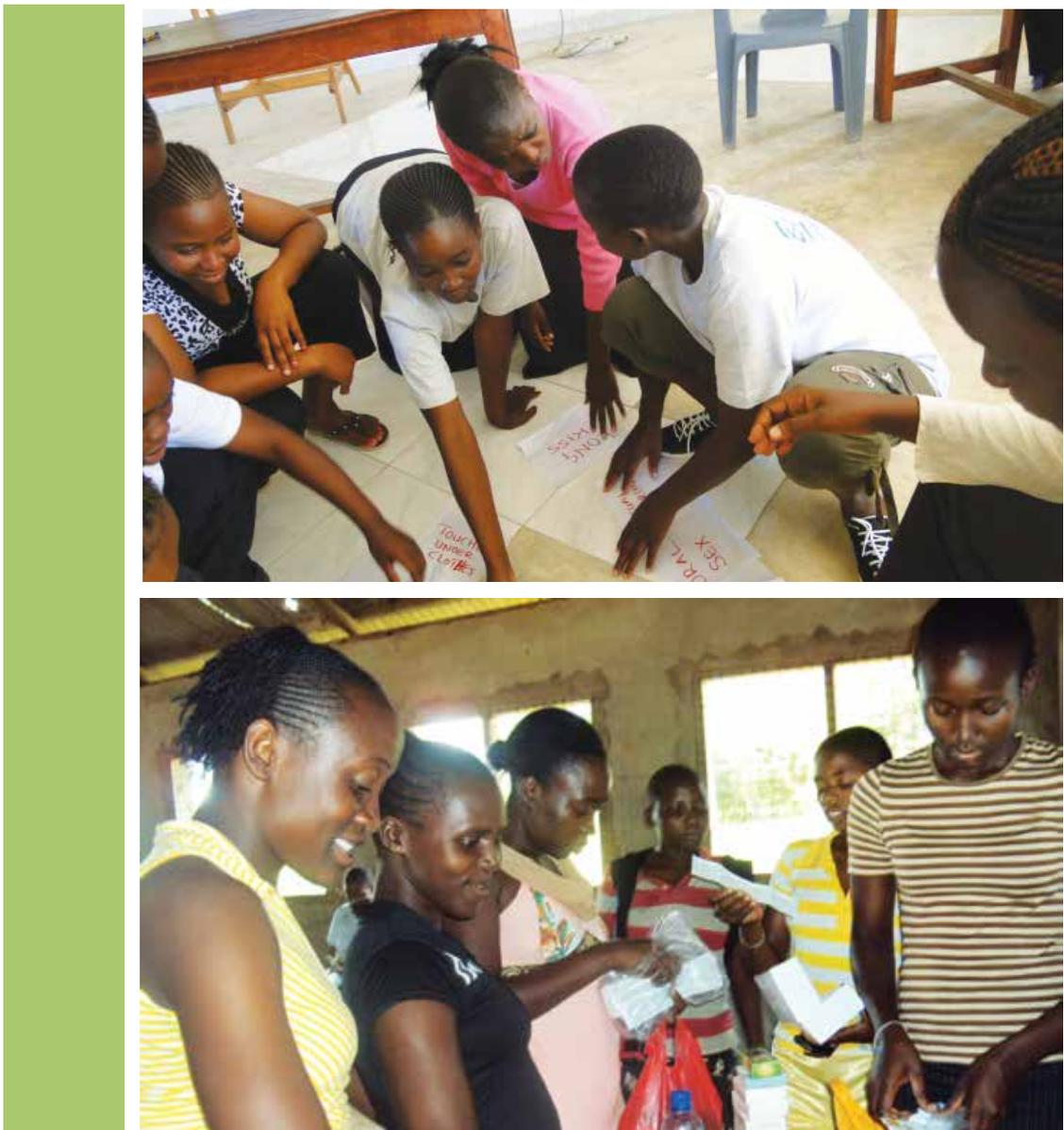
A father of one of the girls explained how the MTG programme helped him to handle the situation when his daughter got pregnant. Recognising the MTG message that girls should go to school, he decided not to let it happen that his underage daughter would get married. He and his wife stayed with the grandchild and they allowed their daughter to go back to school with support from MTG through the Pathways programme.

GIRLS ARE REPORTING A CHANGE OF PARENTS' PERCEPTION AND ATTITUDE CONCERNING YOUTH USING CONTRACEPTIVE

One of the MTG Youth Peer Providers, MTG volunteers who are trained to provide information about reproductive health and to distribute contraceptives to young people in the community, was approached by a 16 year old young mother who wanted to go back to school. The girl and her mother agreed that she could use contraceptives, but her father refused. The Youth Peer Provider facilitated a number of counseling sessions with the family to give them facts about the use of pills, to discuss the arguments and deal with the emotions that had been triggered by the situation. The mediation enabled the parents to come to an agreement

to allow their daughter to use the pill. The young mother is now using the pill and she went back to school.

When MTG trained its first Youth Peer Providers in 2011, half of the group reported after the training that their parents refused to let them distribute contraceptives to other youth's in the community. In 2012 all the Youth Peer Providers got support from their parents. All Youth Peer Providers have been active and the number of contraceptives distributed has increased.



INCREASED SUPPORT FROM PARENTS FOR GIRLS PLAYING FOOTBALL

The support and efforts of parents and community members have been instrumental to kick the MTG programme of in Bamba. 97% of the MTG girls reported by the end of the year 2012 that in their area, people (friends, family) think it is good that girls are playing sport. They are supporting it. This is an increase from the numbers in a baseline of 85% earlier held in the year.

Fifteen-year-old Mwanaidi Karisa, a beneficiary of the project is full of confidence and hope for the future. “This initiative has changed my life. I am a striker and occasionally a defender. Our team has been to Tanzania and Nairobi to compete and we have won several tournaments. It is a great past-time after school and on weekends,” she says with excitement. Much as the community has embraced the fact that girls can also play football, there are still some hurdles to overcome. “Most of the locals have accepted that there is potential in us. But there are others who don’t believe that young girls like us can play football,” she says.

Njoki Chege in “Kenya: Transforming Girls Lives through Football” – Radio Netherlands Worldwide July 2, 2012 and “Scoring Life Goals” Standard Newspaper, June 25 2012

“My mum says I haven’t started this behaviour of going here and there with anyone because football keeps me busy. when I told my brother this, he said I must continue playing because it brings good things”.

*Mariam in Let Me Tell You,
By Sarah forde*



MTG'S STRATEGIC GOAL 4

TO DEVELOP AND MANAGE STRATEGIC ALLIANCES AROUND THE PROMOTION OF CHANGE IN POLICY AND PRACTICE ON ISSUES AFFECTING GIRLS IN KILIFI



IN 2012, MTG...

- ✓ co-organised with Plan International, the first International Day of the Girl on October 11, 2012 in Kilifi. Four hundred boys and girls, with and without disabilities, from Kilifi took part in the celebrations at the Moving the Goalposts field where MTG staff and volunteers led participatory (football) activities round the theme “Ending Child Marriage”.
- ✓ participated in various networks in local, national and international in the areas of football, sport for development, community work, sexual reproductive health and rights and economic empowerment.
- ✓ has been an active participant in various local government forums
- ✓ partnered in the “Increasing Access of Sexual and Reproductive Health Information and Services to Adolescents and Youth in Kilifi County, Kenya project” with government health services who made contraceptives available for distribution by the MTG Youth Peer Providers and has trained thirteen health service providers about providing youth friendly reproductive health services





AS A RESULT...

LOCAL HEALTH SERVICE PROVIDERS IN KILIFI OFFER MORE YOUTH FRIENDLY REPRODUCTIVE HEALTH SERVICES

Thirteen health service providers have been trained on offering youth friendly reproductive health services. The service providers designed plans to improve their services to youth. Vitengeni health center

is a good example of a facility with a newly established youth corner where a young staff member is creating a conducive environment in which young community members can discuss their reproductive health needs.

MORE YOUNG PEOPLE IN THE COMMUNITIES HAVE USED CONTRACEPTIVES ISSUED BY MTG

The “Increasing Access of Sexual and Reproductive Health Information and Services to Adolescents and Youth in Kilifi County, Kenya project” focuses particular on services to prevent unwanted pregnancies and unsafe abortions. Youth peer providers have distributed in 2012,

8540 contraceptives to 970 clients, both MTG and non MTG members. This means that youth can talk to young women about contraceptives and that people who are living far from the health services now also have access to contraceptives.

“I am a trained youth peer provider from Moving the Goalposts. The training as a Youth Peer Provider (YPP) has helped me to gain confidence, public speaking skills and how to relate with my colleagues. I gained a lot of information on reproductive health and rights issues, especially on family planning. I conduct sessions and distribute contraceptives in my community after I was trained as a YPP. In August 2012 I was approached by someone from Kizingo health center who saw me facilitating a session in the community. She asked where and when I was trained on family planning issues. I explained her. Later she asked me if I would be available to offer health talks to the young mothers at the facility. It was an opportunity for me. Since then I offer health talks to the young mothers every Wednesday at Kizingo dispensary. I also counsel them about family planning. This has built my confidence further. I’m more open. Whenever I have a challenging question I share it with my fellow youth peer providers and they help me to find the answer.” **An MTG Youth Peer Provider**



MINISTRY OF YOUTH AFFAIRS AND SPORT SUPPORTS MTG GIRLS AT CHANAGANDE FIELD

The Ministry of Youth Affairs And Sport department, represented by Prudence Kwekwe, donated three pairs of football uniforms to the MTG league field Chanagande. The field also received six balls and twenty cones. Madam Prudence explained that it is the role of the government to support sports activities that are going on in the community. The equipment was handed over to the MTG girls in Chanagande, because the Ministry of Youth Affairs And Sport department was impressed by how the girls in Chanagande run their activities. Thirty seven girls witnessed the handing over ceremony. The girls played a match in their brandnew outfit! Madam Prudence was impressed when she saw the under 10 year old girls playing football. She promised that her department would look into placing goalposts and support for another MTG field in Kaloleni.



MTG'S STRATEGIC GOAL 5

EFFECTIVE AND COMPELLING COMMUNICATIONS TO HIGHLIGHT ISSUES AFFECTING GIRLS IN KILIFI IN PARTICULAR IN RELATION TO SEXUAL AND REPRODUCTIVE RIGHTS, HEALTH AND CHOICES AS WELL AS MTG'S UNIQUE CONTRIBUTION TO REALIZING THOSE RIGHTS.



IN 2012, MTG...

- ✔ published a policy brief to advocate for inter-generational dialogues about sexual and reproductive health issues and distributed them to local, national and international stakeholders.
- ✔ availed another policy brief that plead for establishing youth friendly reproductive health services in community health centers
- ✔ opened its resource center with help from the Safaricom Foundation
- ✔ published a booklet that describes MTG's model, toolbox and Do It Yourself guide for sport and development organisation or sport initiatives that want to work with girls and young women



AS A RESULT...

MTG PRESENTED AT CONFERENCES

MTG held presentations during the Gender Based Violence Conference held in Nairobi where MTG explained its unique approach through football in the fight against gender based violence.

The same opportunity was given - and taken - during the first East Africa streetfootballworld Forum about violence prevention from the streetfootballworld network. Two former MTG beneficiaries -

now staff members - shared MTG's method to make communities safer places for girls and women with thirteen other East Africa streetfootballworld network members.

During the NOPE (National Organisation of Peer Education) conference in Nairobi with the theme "HIV prevention revolutions..... ACT NOW!", MTG held a presentation about youth's access to contraceptives in the programme "Youth led-prevention".

MTG IS INSPIRING OTHERS

2012 marked MTG's tenth anniversary. To celebrate this milestone, MTG's approach was documented, printed and distributed. The booklet is downloadable from the MTG website. In the meantime, more sport and development organisations have approached MTG for ideas, consultation or partnerships. Thirteen of these organisations were invited

for a two day sharing forum in MTG where experiences were shared, new ideas explored and ways discussed to make sport programme accessible, fun, safe, vibrant places where girls can get knowledge, get to know their rights and how to realize them learn, learn (life) skills and practise leadership.

MTG IS LEARNING AND EXCHANGING IDEAS

A joint proposal between MTG and Sport the Bridge, an organisation that resocializes street children through sport pedagogy in Addis Ababa in Ethiopia, was selected as one of the winners for a streetfootballworld Young Leaders Exchange. A volunteer and a young staff member from each organisation were chosen to visit the other organisation. MTG volunteer Marion Kahindi and staff member Janet Konde visited Sport the Bridge. The MTG team wanted to learn how to productively engage boys for the benefit of the girls, while Sport the Bridge was interested to learn how MTG mobilizes girls.

The exchange was a great experience for the girls (from MTG) and the boys (from Sport the Bridge). "It was a very special chance for us to travel abroad, to fly in an air plane, to get to know our neighbouring country and its people and environment." said Ashenafi from Sport the Bridge. "We have benefited for our personal development; also we bring new knowledge to our organisation." The exchange with Sport the Bridge has helped MTG to start a discussion in the organisation about involvement of boys in the programme.





Doreen's voice was heard in (the online edition of) the English newspaper the Guardian, June 15, 2012

RIO+20: A VOICE FROM KILIFI, KENYA

Doreen Sirya was asked to express her views on sustainable development for one of the biggest newspapers in England. She did, and she was one of the voices from around the world to address the leaders that participated in the Rio +20 Earth Summit in Rio de Janeiro. She said: "The voices of girls and young women all over the world must be heard so that they can live in a world where girls' and women's human rights will be realised and protected".

<http://www.guardian.co.uk/global-development/2012/jun/15/rio20-voice-kilifi-kenya>

MTG GIRLS AND COMMUNITY MEMBERS GET INFORMED, USING DIFFERENT MEDIA

The MTG resource center was opened in 2012 and welcomed many visitors. The resource center has desktops and laptops with internet connection, a television with a DVD player, magazines, reading books, study books and reference books on science topics and (sport and) development. MTG volunteers run the resource center. They assist the visitors and organise activities such as a reading group for lower primary school

and practical science experiments with the older children. Students from Pwani University visit the center to study in a quiet environment. The volunteers have organised drawing and essay writing competition to celebrate the opening of the resource center and MTG's 10th anniversary. The resource center participated in the global Peace One Day celebration during the International Peace day



Essay: Importance of MTG resource centre

“When I joined MTG, I did not know how to operate computers but through frequent use of the computers in the resource and with help of our resource assistants, I have learnt all the computer aspects. I can now access internet successfully.”

“One of the books that inspired me is an inspirational book entitled ‘Life Journeys’ that talks about successful African women. I now believe I have confidence in myself that I can be whoever I want in life just like Caroline Mutoko, the radio presenter and Nyota Ndogo, the artist whose life stories I have read.”

“I always watch videos about basic coaching skills and football in general. This has also helped me acquire football skills that let me grow in football and I have also gained information about reproductive health education. I therefore send my heartfelt gratitude to the Safaricom Foundation for working hand in hand with with MTG Kilifi for establishing a wonderful resource centre for us that does not only serve MTG girls but also the community at large.”

Annie Atieno Odera, winner of the MTG essay competition



MTG'S STRATEGIC GOALS 6

THE CREATION OF A FINANCIALLY SUSTAINABLE ORGANIZATION WITH A STRUCTURE AND CULTURE THAT ENCOURAGES HIGH PERFORMANCE AND ACCOUNTABILITY, YOUNG WOMEN'S LEADERSHIP, SUSTAINS CREATIVITY AND ENCOURAGES CONSTANT LEARNING.

IN 2012, MTG...



✔ saw executive director Alice Wekesa leaving the organisation. Alice has been an inspirational director who led MTG through the first year of the

new strategic plan, expanded the out of school programme and left two policy papers as tangible legacy. Atieno Odenyo a Swedish-Kenyan development professional with a passion for girls football and film making joined MTG as executive director.

✔ said goodbye to programme manager Margaret Belewa who left the organisation after seven years. Seven years, in which MTG grew from a small organisation with 5 staff members, three league fields with 516 players and a three room office to an organisation that is internationally recognised as a reliable and innovative project, works with more than 3000 girls and has its own headquarters.



Margaret joined streetfootballworld, a network organisation that believes in the power of football to change lives, as the Regional Coordinator East Africa.

✔ designed and adopted a child protection

policy that governs actions of all who are active in MTG.

✔ celebrated its tenth anniversary. The happening was a unique event, with 280 MTG girls entertaining the guests and each other in song, dance and with poems. Sarah Forde (MTG founder), Maureen Owiti (chairperson of the MTG board), Mr. Damigott (board member) and Edna Ogada (former board member) joined the girls and MTG staff members for the celebration. Speeches were held by Faith Karisa, Esther Baya (on behalf of the staff members) and Alice Kariuki (MTG's finance and administration manager). Mr. Damigott and Maureen Owiti spoke on behalf of the MTG board. Sarah Forde presented the book "Let me Tell You" for which she interviewed eleven MTG girls. MTG's gift to itself (!) was the printing and handing over of "the MTG model" a

Without football I'm not quite sure where I would be. It helped to keep me focused".

Amina in Let me Tell You. by Sarah Forde

document that has all the lessons that MTG has learned in the ten years of its existence. A party without a cake is no party! So, there was the biggest cake in Kilifi! And it had the MTG logo! The field leaders received pens for each registered MTG member in her field so that even the girls who were not able to join the party, still had a memory of the very special day!



CONGRATULATIONS TO 10 YEARS MTG

“If something happens to a girl in Kilifi, the community calls MTG and says “your girl has done” Community members have accepted MTG and the role it plays in shaping the life of girls.”

Margaret Belewa, programme manager who left MTG in 2012

“The improvement in the skills and confidence of the girls over the year reminds us why MTG is such a brilliant project. Here’s to another ten years.”

Kate Prout, MTGUK board member

“... your pioneering research really is the icing on your anniversary cake, as it is not just supporting your important work, but also evidencing the potential to create change through sport for development programmes like yours all around the world. I wish you all much joy and more success in the next ten years!”

Debbie Lye, International Development Director at UK Sport

“Kudos to MTG for practising what you preach on the football pitch: quite a few of your staff originally started as players and you’ve given them opportunities to take up leadership positions. What always strikes us when visiting MTG is the passionate commitment of your staff and the openness and energy of your participants.”

Dr. Vladimir Borkovic, streetfootballworld Network Director

“The rest of the world can look to for inspiration and insight to MTG”

Nick Keller, Founder of Beyond Sport

AS A RESULT...



MTG WON THE EAST AFRICAN PHILANTHROPY AWARD

Moving the Goalposts won an award in the East Africa Philanthropy Awards 2012 in the Jury Chairperson Category. The award competition was organized by the East African Association of Grant Makers.

The award was handed over during a gala dinner that took place at the 3rd East Africa Grantmakers Conference in Entebbe, Uganda, on 26th July 2012. MTG received a plaque, a sculpture and an opportunity to participate in the Master Class Leadership Training: “Leading Strong Charitable Foundations and Trusts: Swim in the Blue Ocean” delivered by Susan Sarfati.



The Jury stated in its report “that the outstanding work that MTG is doing not only contributes to the strategic social development of East Africa but also to the growth of the philanthropic movement.”

MTG RECEIVED INVITATIONS TO CONTRIBUTE IN GLOBAL MEETINGS IN CHILD PROTECTION IN SPORT AND DEVELOPMENT

MTG was invited to contribute in global meetings in child protection in sport and development in London and Geneva.

MTG participated in the “Safeguarding Children” session during the Beyond Sport Summit, held just before the opening of the Olympic Games in London, to design a document with a set of standards for any organization working with children and sport. Participants were grassroot sport and development organisations, sports associations, UNICEF, donor organizations, organizations focused on child protection issues

Another great opportunity to share MTG’s work and experience was offered by the Sport for Development and Peace International Working Group (SDP IWG) from the United Nations

Office on Sport for Development and Peace (UNOSDP) that held its 3rd Plenary Session at the UN Office at Geneva (UNOG), Switzerland. MTG was a one of the keynote speakers with a presentation that answered the question “How can we use sport as a tool to develop essential life skills for disadvantaged girls and women?”. In the audience were government officials from all over the world and representatives from NGO’s and donor agencies in sport and development.

MTG was one of the special invitees for the Thematic meeting on “Protection and Safeguarding in Sport” from the Sport for Development and Peace International Working Group (SDP IWG) from the United Nations Office on Sport for Development and Peace (UNOSDP).

In 2012 MTG got its own van! And driver!



MTG WILL ENTER NEW PARTNERSHIPS

Moving the Goalposts Kilifi will be collaborating with Kenya Transition Initiative (KTI) in a USAID funded project “Promoting Womens’ Leadership Through Football” that seeks to increase women’s presence in the political arena. MTG is organising a women’s football tournament in Kilifi County that provides a platform for MTG and other women leaders to demonstrate their roles as leaders in their communities towards the elections.

Moving the Goalposts will enter a partnership with Women Win in a three-year programme aimed at Building Young Women’s Leadership

Through Sport. The aim is to deliver a girls’ sports for empowerment program, utilize an effective curriculum to address girls’ life skills and leadership, empower leading girls’ to exercise their rights and have their voices heard in their communities through storytelling and prove and improve methods and approaches through a collective impact strategy. The source funding for this project is provided by DFID (The United Kingdom’s Department for International Development).

The partnership with Adidas will be expanded so that MTG will start in 2013 with recruitment in a first field in Kwale County.

MTG STAFF, FORMER BENEFICIARIES, ARE PROFESSIONALS

Meanwhile, Irene, who is currently employed as a Health Officer for MTG, has found her new passion for social work through her volunteer experiences in the MTG football leagues. She believes that football can help solve problems many other young women in her community face. “There is a high teenage pregnancy rate in our community and a need for family planning and awareness activities,” she said.

Through playing football Irene has gained employment and now the opportunity to study, which has had a significant impact

in her community. “Before MTG started its activities people thought that girls could not play football or even wear shorts. This has changed. My community sees me as a role model and my family considers me a successful woman. Thanks to MTG.”

Irene Mambo – in **“Women’s football provides worldwide celebrations”**, Mel Paramasivan, August 2012, Sport and Development Platform

Women’s football provides worldwide celebrations

- 10 August 2012 |
- Mel Paramasivan

Lilian, who is currently employed as a Football Coordinator, gained her coordination skills when she was responsible for organising MTG activities as a volunteer with MTG. As one of nine children, she faced many barriers to entering sport, with many community members telling her she had no future in football.

“I have proved them wrong, they thought football would have a negative effect on

me but now they are watching me grow,” she said.

“Moving the Goalposts has given me the opportunity to play football and now the opportunity to study. With the experience I am getting, I see myself growing higher.”

Lilian Mbeyu – in **“Women’s football provides worldwide celebrations”**, Mel Paramasivan, August 2012, Sport and Development Platform

MTG WOULD LIKE TO THANK

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