

Moving The Goalposts
Annual Report 2013

2013



JULY 2014





MTG director Rachel Muthoga (center) with Dikembe Mutombo (right, retired NBA player) and the representative from the Thomas Jefferson Hospital).

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Introduction by the Executive Director

It is a great honour to write the foreword as we commemorate the great year that MTG enjoyed in 2013. The year was a great success for which we thank all our partners and the community who made it possible.

Having joined the organization in July of 2013, I look back at the last six months and note that they were extremely eventful. This has been a season of learning, but also inspiration that I draw from the thousands of girls that participate in MTG activities on a weekly basis.

As I take the helm at the organization, I look forward to putting into place measures that will ensure that the organization grows in leaps and bounds. With a dedicated staff and a robust body of volunteers, I believe that we can achieve our vision of a just society where the rights of women are recognized and protected. As we

go along, we hope to have an even greater impact, to increase the reach of the organization geographically and the depth of the impact on individual girls. We will continue to give our girls the chance to excel in football and leadership, thus developing into all rounded individuals.

It is my intention to steer the organization to greater success by increasing our capacity to respond to the lessons learned, to innovate and implement new learning, and to be responsive to our audience who are the girls in Kilifi and Kwale and the communities around them. By infusing a higher level of professionalism in all our programmes, we will become the premier sports for development organization serving the needs of girls in the region. Noting the above, I believe, that we have the necessary skills, human resource and passion to achieve this.

Highlight of 2013 included an MTG accolade. We received The Beyond Sport Health Award for our work. Another highlight was hitting the 4,000 participants mark, as we registered 4052 participants in our various fields. We further noted the highest participation of parents and the community in our various meetings.

Further appreciation to the MTG Governing Board comprising of Chairperson Dr. Maureen Owiti, Vice Chairperson Dr. Nduku Kilonzo, Treasurer Editta Akinyi, Secretary Vicky Karimi and members Dr. Sam Thenya, Betty Yeri, Tahreni Bwanaali, John Damigott and Sarah Forde. Through their firm steering hand, MTG has continued to excel in innovation and achieve tangible results.

*Yours sincerely,
Rachel Muthoga*

MTG at a Glance

Moving the Goalposts Kilifi is a community based organization that, since 2002, uses football to empower girls in the rural and urban areas of Kilifi and Kwale County. MTG's goal is to have a more inclusive, just and peaceful world where girls' and women's human rights are realized and protected. It uses a rights based approach and focuses primarily on sexual and reproductive rights, health and choice.

MTG's purpose is to strengthen the voice, impact and influence of girls and young women 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.

More than four thousand girls (aged 9 – 25 years) participate in MTG's activities. The activities are implemented through six departments:

- **The Football Department** coordinates ongoing leagues and annual MTG tournaments in which another three thousand girls participate. Girls with disabilities are included in the programme. Girls are encouraged to take up leadership roles in their (football) community.
- **The Health Department** gives girls opportunities to learn about their rights and to claim them. It gives girls health information and assists them through one-to-one counselling.
- **The Economic Empowerment Department** gives young women the tools to improve their livelihoods.
- **The Community Liaison Department** coordinate MTG's works with stakeholders in the communities and the local government.
- **The Monitoring and Evaluation Department** uses participatory M & E methods to support and improve the programme departments' work.
- **The Finance and Administration Department** enables the departments to carry out their activities and achieve their objectives.



MTG Strategic Goal 1:

Make competitive football an area of opportunity for girls in terms of equal access to opportunities and leadership positions.

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MTG & its Football

☀ 4052 girls registered (2670 open age, 876 under 13 year, 506 under 10 year) ☀ 32 referees trained ☀ 35 first aiders trained ☀ 33 coaches trained ☀ 23 Tackle Africa coaches trained ☀ 19 World Coach coaches ☀ 9 monthly TOT meetings with 26 Trainer of Trainers ☀ 9 monthly divisional trainings with 135 field representatives ☀ 44 MTG community league fields ☀ 555 open age matches, 475 under 13 matches, 383 under 10 matches ☀ 1 secondary school tournament (30 schools, 750 players, 58 matches) ☀ 1 school tournament for girls with special needs (27 schools, 285 girls, 12 matches) ☀ MTG Tournament (12 teams, 14 matches, 213 players) ☀ 36 Team captains trained ☀ 1716 codes of conduct signed ☀ 5 girls received football scholarships ☀ 11 football tournaments with 650 participants on women's leadership ☀ 1 football tournament with 65 participants to promote peace during the elections ☀ weekly football practice at each field ☀ MTG united practices, matches and tournaments ☀ tournament committee meetings ☀

Result: Irene Gained Skills

Name: Irine Kahaso
Age: 23
Field: Milore
Role in MTG: First Aider
In MTG since: 2012

"I joined Moving the Goalposts in 2012. It was difficult for me to me play football, because it was my first time, but as I was attending practice daily I improved. In April this year I was trained as a first aider. During the trainings, there were good trainers like Zawadi Dadu and Faith Karisa, both MTG girls. The way they were facilitating was really impressive. When I go back at home after the trainings I usually teach my friends everything that I have got from the meeting. I have gained skills in playing football that I did not have before."



Result: MTG Playing at the Highest Level in Kenya

MTG United qualified for the Kenya Women Premier League after a good performance in 2012 in the Nationwide Division A competition. The league took off with 16 teams, though it ended prematurely. UNICEF had supported the league previously but in 2013, without the support of donors, it was difficult for teams to participate due to lack of resources. Since May, MTG played six matches in a competition of eleven teams. Despite the challenges the Kenya Premier League was a good opportunity not just for the players, but also for MTG referees including Lucy Mrima, Santa Pascal, Elina Mwadzenga and Saumu Kadhengi who officiated matches in the league.



Result: Tuma Went to Secondary School

"My name is Tuma Baya from Mnarani league Field. I'm 16 years old. I'm the fourth born in a family of eight children. I joined MTG when I was young and I have been playing for the under 16 category for a long time, but now I am in the open age team and also playing for the MTG Premier League team. I sat for the Kenya certificate of Primary Education in 2012 at Mnarani Primary School and scored 214 marks out of 500. I'm among the MTG girls supported to join secondary school. My mum was very happy when she got the good news that I could go to St. John's secondary school, a boarding school. I can't even express how grateful and happy I was. It was like a miracle as I had lost hope in education."



New in 2013: Leadership Curriculum

Moving the Goalposts has been training girls to take up leadership roles from 2002. In 2012 one of the departments in MTG experimented with a monthly training that concentrated on skills and traits that successful leaders use such as

conflict resolution, decision making, and empathy. The feedback was very positive and in 2013 all the departments joined to develop sessions for all referees, coaches, first aiders, peer educators, field leaders and savings officials in MTG.

The development of the sessions has been a process in which all staff members have been engaged. The work on the leadership curriculum is ongoing and the sessions will be improved with input from staff, volunteers and the leaders who are participating in the leadership programme. In 2013, 135 representatives participated in nine leadership curriculum sessions.



Result: Improved school performance

A girl in one of the MTG fields scored 25 out marks out of 100 in mathematics. She found it very difficult to be with other players during the examination period, because she felt bad about her performance and she was not ready to share her challenges. Following the leadership session on "charisma" the field leader talked to the girl and the player opened up. The field leader talked to her and guided her how she could perform better in the subject. The support and understanding made it easier for the girl to ask questions in class. By the end term examination, the girl had improved and scored 42 out of 100.

Result: MTG Girls Showing Empathy!

An MTG player in one of the league fields lost her parents. During the leadership topic "empathy" that was discussed with all the MTG leaders, she shared that she could not go to school due to lack of school fees. The MTG girls discussed the situation. They felt empathy for their team mate and decided to contribute money to help her. The girls in the field managed to raise 150/= and they paid a part of her school fees. The field leader talked to the head teacher and she convinced him that the girl should stay in school. The head teacher accepted her request and the girl was accepted to stay in school.



New in 2013: Football for Peace



In 2013 the thematic area of “Football for Peace” was fully embraced in MTG. Just before the elections MTG organised the “Promoting Womens’ Leadership Through Football” Tournament in collaboration with Kenya Transition Initiative (KTI) with funding from USAID. The tournament sought to increase women’s presence in the political arena. It provided a platform for MTG and other women leaders to demonstrate their roles as leaders in their communities. Discussion were held, role models addressed the crowd and civic education was carried out so that voters were well informed being a requirement for calm and peaceful elections. Eleven tournaments with 650 players were held.

One of the MTG coaches was trained in football for peace drills by the Kenya Sport for Development Partnership, a network of sport and development organisation in Kenya with as one their focus areas peaceful coexistence. The volunteer coach was the main facilitator during the MTG peace campaign that was organised with other partners of the KSDP network, who organised similar events in various places in Kenya. She also trained all MTG’s staff members and trainers of trainers during the International

Day of Peace, ensuring that all 4,000 MTG girls have experienced the drills, information and discussion about peace.

The International Day for Peace Day in Kilifi brought together more than hundred boys and girls in Kilifi in peer education session, discussion about peace and a football3 tournament. Boys and girls engaged in small sided football games, playing without referees and therefore encouraging fair play, negotiating and conflict resolution.



In this occasion MTG joined the “Team up for Peace in East Africa” movement with the other East Africa streetfootballworld networkmembers. All 13 East African streetfootballworld organisations showcased simultaneously how football can be used as a powerful tool for peace, bringing thousands of young people together all over East Africa.

It is MTG’s mission to create a more just, inclusive and peaceful world where girls’ and womens’ full human rights are realized and protected. Girls and communities engage throughout the year in discussion about girls’ rights and how communities can contribute to making communities save places for girls and all community members. A peaceful world is also a world where girls and women can live without fear for sexual gender based violence. All peer education sessions for 4,000 players in the MTG football fields in November had as topic gender based violence. All the players in the annual MTG Champions League finals and the MTG Tournament for club teams in East Africa engaged in life skills football drills marking “The 16 Days of Activism Against Gender-Based Violence Campaign”.

New in 2013: Football for WASH

World Coaches

Football for Water, Sanitation and Hygiene (F4WASH) partners with Moving the Goalposts to promote health information on sanitation through football drills. It is a program focused on Water, Sanitation and Hygiene involving football as a vehicle for promoting hygiene, education and awareness in schools and communities. The Football for WASH programme kicked off in 2013. F4WASH is a Public Private Partnership (PPP) initiative that aims at linking the Dutch Water, Sanitation and Hygiene (WASH) infrastructure

provision and the Royal Netherlands Football Association's (KNVB) expertise in football-based life-skills training within the international World Coaches program.

MTG organized as part of the WASH project a World Coaches training for nineteen participants led by Francis Kimanzi, former Harambee Stars coach and currently the coach of Kenya Premier League side Tusker FC, and former national team player Martha Karimi. The trainees were introduced to basic football coaching skills combined with hygiene and sanitation information.



Moving the Goalposts will in 2014 continue partnering with F4WASH to promote better hygiene and sanitation. Sixteen primary schools in Kilifi and Mombasa County are targeted.

Mnarani Community Light Center

Moving the Goalposts' partnership in the F4WASH project made that the community in Mnarani was selected to host a "Community Light Center". A "Community Light Center" is an area with the size of a small football pitch (approximately 1000m²) that is lit using a new generation of energy efficient solar powered LED lighting, create areas for rural communities living without electricity, to 'extend the day and extend play', creating numerous opportunities for social, sporting and economic activities in the evening.

The opening ceremony of the "Mnarani Community Light Center" was graced by the Senator of Kilifi County Honourable Steward Madzayo and Christopher Mbinyo, Distribution Manager from Philips Lighting Eastern Africa. Two teams from Mnarani played the first ever solar powered flood light football matches in Kilifi County.

Result: Community Member Changed Perception about Girls Playing Football

Issa Mwalimu from Mombasa sent a congratulation message to the MTG website:

"I saw the start of MTG back in 2001 and then no one could ever think it would reach this far... Back then when girls started playing football in the primary school where I was, I would just despise them. The idea of letting them play on the one and only school pitch...which meant if they played then boys would have to watch that day and see the poorest ever football practice...but today I watched a video of MTG girls playing and I was astonished. In fact I watched it several times

to ascertain that it wasn't a boy juggling and dribbling the ball. Ooooh my...! Congratulations! I love the skills that have been installed in my sisters. All thanks to MTG... I LOVE THE MTG IDEA! LONG LIVE MTG!"

Result: Changed Behaviour

Mr. Joachim Sanzua from Vitengei primary school "After the World Coaches training, I formed two football teams with my pupils and facilitated the drills on sanitation and hygiene. The teams participated in the MTG Champions League and qualified for the finals. The community is now well informed. There are now toilets in the villages and the pupils are washing their hands after visiting the toilets for proper hygiene."



Winners in 2013

MTG Tournaments



St. John's winners "Promoting Womens' Leadership Through Football" Tournament , MTG Tournament, (open age category) and MTG Secondary School Tournament



Beijing Raiders, winners MTG Tournament under 16 years category



Participants during the School Tournament for Girls with Special Needs

MTG Leagues



Under 10 MTG Champions 2014 Young Silver Dzikunze



Under 13 MTG Champions 2014 Shining Gold Dzikunze



Open age MTG Champions 2014 Manchester

Result: Girls Football Excels in Kilifi

"MTG gave us opportunities to adequately prepare for the team secondary school ball games. These opportunities made us emerge position two nationally and gave us

the chance to participate in the East African Ball Games which were held in Bunjumbura, Burundi." Thanks and God Bless MTG!
Allan George Makuri, teacher of Football St. John's Secondary School

MTG 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

2

MTG & its Girls

45 field leaders elections

9 monthly TOT meetings with 10 field leaders, 9 peer educators

12 monthly field leaders meetings with 45 participants

3 field leaders trainings with 45 participants

122 peer education sessions in camp with **354** participants

30 field committee trainings with **528** participants

1 divisional volunteer training with 10 young leaders

42 field leaders, 32 captains trained on child labour issues

2 trainings of **78** peer educators

11 M & E volunteers trained in M & E, photography and newsletter writing

226 players meetings

4 resource center and data entry volunteers trained

15 quiz and debates in MTG league fields with **774** girls

10 quiz and debates in school with **829** (383 girls and 446 boys)

1062 peer education sessions in fields and tournament with **3131** girls

2733 boys and girls visited the resource center

training of **18** peer educators for school programme

160 peer education session in schools with **1240** girls

46 peer educators meetings with 116 participants

430 counselling sessions carried out with **611** clients

2 video shows in camps with **353** girls

8 video shows in schools with **1155** (483 boys and 672 girls)

8 video shows in schools with **1155** (483 boys and 672 girls)

7 monthly counsellors meetings with **33** participants

2 exchange visits

27 Peer education supervision sessions held

35 homework groups ran during teachers strike reaching 175 girls

855 girls were withdrawn or prevented from child labour and supported by MTG with school fees, scholastic materials and the MTG programme,

313 out of school girls enrolled in a programme to go back to school or become economically independent

89 girls received awards in MTG's leadership programme

98 out of school girls went back to school (some to college, secondary school, university and vocational institutions)

68 girls rescued from commercial sexual exploitation

35 homework groups ran during teachers strike reaching **175** girls

89 girls received awards in MTG's leadership programme

3 trainings with 19 participants for savings groups

1 training with participants on Start and Improve Your Business **18**

13 participants were trained on technology and entrepreneurship

19 participants were trained post-business skills

9 meetings with 30 savings group officials, **360** weekly league fields savings meetings with 90 participants

training of **54** participants in soap making

10 participants were trained in work safety

39 participants were trained in school work mentorship

8 goal setting meetings with out of school girls with 186 girls

25 participants were trained in eco skills

50 participants trained in theatre and theatre in action

training of **5** child right clubs and child rights clubs competition

career guidance and role modelling talks reaching to **129** girls

class **8** students meetings

training of peer educators for school football health clubs reaching **150**

3 staff members trained as mentors and mentoring **5** girls'

home visits

Kicking Aids Out! Training to **35** girl's

MTG girl Neema Kadzo Charo

14

14 years old
She is an open age player (most likely) in Bamba
3 girls have a disability

392

She is in primary school, class 7
(378 girls are out of school) 7%

52

She is not married
52 girls are – 1%,
56 girls have together 102 children 1%

3740

She lives with her parents
3740 girls live with their parents 92%
135 girls live with their grandparents 3,3%

609

609 girls have no father 15%

182

182 girls have no mother 4%

4052

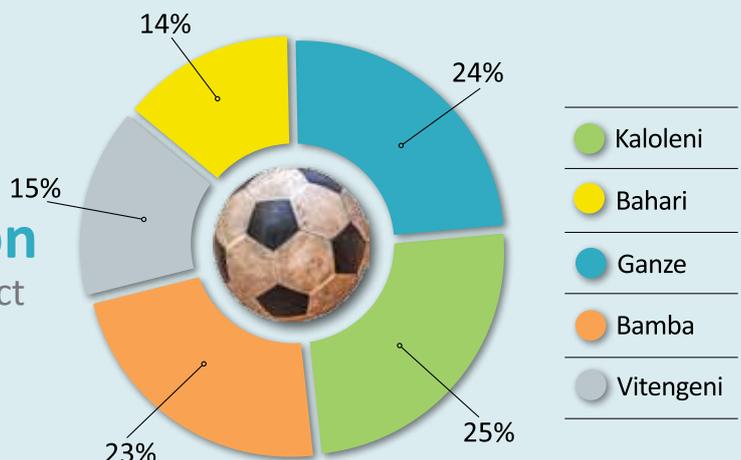
Total number of girls

88

88 have no parents 2%

Participants by Location

Record Count: Municipality/Subdistrict



Result: Improved School Performance

Every year MTG girls get better marks in primary school. At the end of 2012, 300 MTG girls sat for their Kenya Certificate of Primary Education. The MTG girl that scored the highest mark obtained 370 marks challenging the attitude that playing football is wasting time. Girls from Ganze and Vitengeni have scored relatively better than girls from the other MTG areas. 79 MTG class eight players transitioned to form 1 in 2013. Fifteen of them got scholarships through or with support from MTG. Nine MTG girls completed form four in 2013.

Result: Moving Goalposts....

Faith Gona, Youth Peer Provider, Benyoka League Field
"I had never counseled a male client since I was trained as a counselor. This month I had a successful session with a male client. It was a great achievement for me because it was my first session with a male client."

Result: Opening up and Expressing Yourself

"I am a better player now. Being a peer educator has made me less shy. The way I was before.. I could not stand in front of others and express myself. I facilitate peer education, and later I always evaluate with the girls if they understand me or not. I am motivated by the girls. They participate actively in the sessions. They open up and share their experiences and ideas," Sofia Tosha, peer educator.



New in 2013: MTG in Kwale

In 2013, MTG started a league field in Kwale after a pilot programme was implemented in 2012 in Mwangaza Visionary School. Ninety one girls and young women in Mwangaza benefited from all MTG programmes: trainings, award schemes, peer education, video shows, quiz and debate, qualification for the Champions league and selection for the MTG United teams. Girls who are out of school also joined the programme. In 2014 MTG will expand to four more fields in Kwale.



Result: Increased Self-confidence

Name: Merashid Nyawa Mwanzika
Age: 14
Field: Mwangaza
Role in MTG: Field Leader
In MTG since: 2013

"My name is Merashid Nyawa. I am in class six at Mwangaza Visionary School in Kwale. I am the field leader of Mwangaza league field. When I was not a leader, the players did not respect me. I was very shy, too shy to even speak. But things are changing. Since joining MTG I have experienced many changes in my life. MTG has contributed positively to my various activities and my engagement in life. I

have gained respect from many people in the community; from players and also from my parents, because I can respond to some very challenging issues facing me at the field and at home. This makes me have self-confidence and the power to know that "yes, everything is possible", because what was impossible for me has now become possible." I am a role model even though, I am still young. I will excel and proceed to be the best."



New in 2013: Pathways Programme at Full Speed

The MTG Pathways programme with support from Comic Relief and IDS was launched in 2012, but got in full swing in 2013. 313 girls and young women who were out of school, benefitted fully in 2013. 283 individual Pathways plans were developed with the participants. The Pathways programme enabled MTG to design an individual beneficiary step-by-step development programme with clear objectives, time lines and maximum involvement of the Pathway beneficiaries and their parents in the process.

Result: Going Back to School

Gloria (not her real name) joined MTG in 2008 as a player. She loved to play football and was quite talented. After her primary school exams a new phase in her life started. Gloria was considered an adult and was expected to contribute to the running of the family. She met a man who was kind to her and provided her with what she needed. She fell in love with the man and she got pregnant. After discovering that his young girlfriend was pregnant, the man went to live in Mombasa, leaving Gloria behind with his family. Gloria didn't feel welcome in the family-in-laws' place and also her parents were not willing to welcome her back.

In the meantime, in the MTG field where Gloria had been such an active and respected leader, her teammates became concerned. The players discussed their concern with the leaders in their field who discussed it with an MTG staff member. Together with the MTG staff member, the girls talked to Gloria's father and even the police were involved to get Gloria, a 16 year old girl out of "the marriage".

Eventually the father agreed that Gloria could return home. With help from the Pathways project Gloria could go to secondary school. Her father, happy with the opportunity that Gloria got through MTG, does all he can to pay his share of the school fees. Gloria is now in form three. "I want to become a teacher. I know how important education is. I want to empower young children to do well in school and not to give up".

Pathways in 2013:

- 98** out of school girls went back to school with MTG support
- 360** savings group meetings with 85 participants held
- 54** young women have been trained in soap making
- 18** participants on Start and Improve Your Business
- 13** participants were trained on technology and entrepreneurship
- 39** participants were trained in school work mentorship
- 19** participants were trained post-business skills
- 25** participants were trained in eco skills
- 129** in school girls were reached with career guidance and role modelling talks

Result: Economic Benefits and Employment

Name: Annet Kadzo Mangi
 Age: 22
 Field: Mirihini
 In MTG since: 2013
"Since my father's death, life has been challenging with a lot of hardships. I worked as a cashier, housemaid, PTA teacher earning a little but due to my grandmother's ill health, I had to withdraw from work to take care of her. Life was challenging, but I decided to be strong. In 2012, I decided to join MTG. In MTG, I was educated in business management, saving groups- and soap making skills. I began making maandazi (a

fried breakfast snack). With all these skills I have been able to cater my needs and my family.

I joined the MTG savings group and this enabled me to get a capital. I used the capital to buy the requirements for soap making. The Pathways project has enabled me to join a college and become a distant learner in community development.

Annet joined the MTG staff in February 2014 as the new Divisional Coordinator for Bahari. She coordinates all the MTG activities in this area.

Result: Successful Entrepreneurship

"Before the training, I used to sell goods of a hundred shilling and consume two hundred which meant that I was running it as a loss. The training taught me how to keep proper records and save money for the business. I'm now taking my business seriously. I have skills and knowledge on how to be a good business women and

I know how to market my products. I now have a big shamba and a chicken project at home. I sourced for customers in my community and even at Lango Baya. I sell the chicken after every three months at 1200 shillings. I use my network and I go every week to Kilifi to sell two sacks of cassava. My business is really doing well."



New in 2013: Mentorship Programme

MTG staff members have been mentoring girls in the fields in the previous years. In 2013 mentoring has been brought to the next level when three MTG staff members joined the Digital Story Telling and Mentoring workshop from Women Win in the Netherlands. The MTG staff members have been mentored by international young female professional to support them working with mentees in the MTG community. Three MTG girls have been mentored in community projects in a one year programme. The success of these mentoring processes has ensured that in 2014 more girls will be joining the mentoring process.

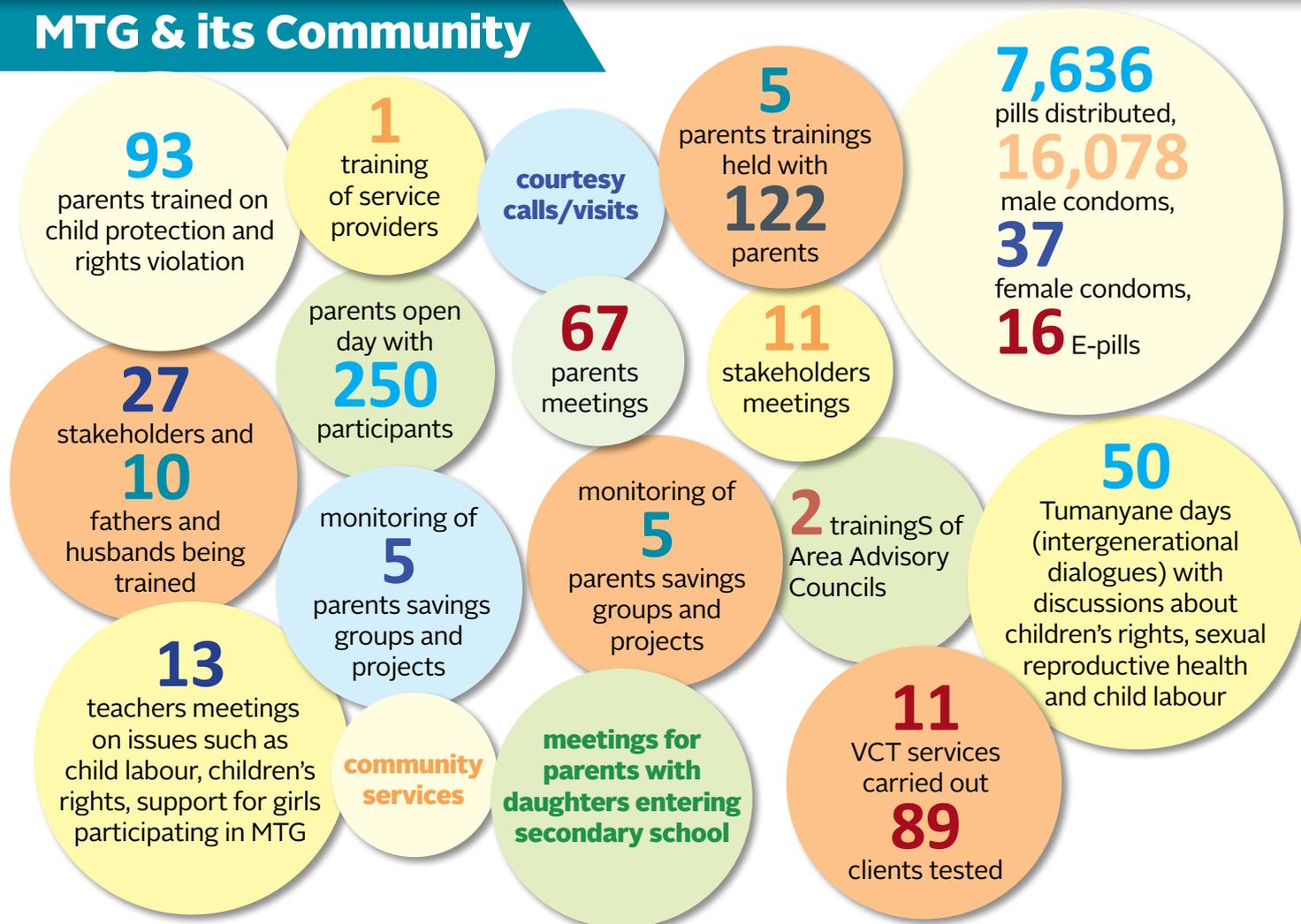


MTG Strategic Goal 3:

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

3

MTG & its Community



Impact: 75% of Community Believes That Participation in MTG is Beneficial for Girls

A baseline survey conducted in 2009 by the International Centre of Reproductive Health concluded that MTG lacked effective community and parents support since community members and parents were not informed about the MTG programme. By 2013 a similar survey found that 89.2% of the community members say that football for girls is good. Nearly three quarter says that girls involved in MTG have benefited from the programme.

"MTG has had a positive impact in the community as the girls help change other girls. We hope that more organizations will work together to help us realize a more equal and stable society. MTG deserves a lot of praise for the good work done. They have secured much needed facilities for the girl's benefit."
(James Baya Chief, Sokoke location).

Result: Girls with Disabilities Have Equal Opportunities

I never believed that my daughter could play football. I allowed her to give it a try. I soon realized she was doing well. She has now become responsible at home. My daughter has informed me about other MTG activities, because I only knew about football.

However she also shared with me about leadership and trainings. She also asked me if I could let her go with her young sister, a girl with disability, since they are also included in the programme. I always discuss the progress of my children while I am at home. I am very grateful that MTG in all girls are given equal opportunities.



Result:

A Family-in-law Changes their Mind

M. joined MTG in 2010 when she was “out-of-school”. She was 21 years old, married and a mother of one child. Millicent started playing football and was soon trained as a referee. Being in MTG and having discussions with her peers about her future opened her eyes. She felt that she could never grow into the woman she wanted to be for herself, her child and her husband. She wanted to go back to school. Living with her husband and the family-in-law meant that M. couldn’t make decisions for herself. When the Pathways project started, M. got her

chance. Pathways could pay a part of her school fees, but M. and her family also had to contribute. M.’s family-in-law was afraid that when she would be educated, she would leave her husband and her child. The husband, himself a secondary school graduate, who was jobless, was afraid that he would lose his wife if she got back to school. But when M. and MTG staff continued talking to him, he changed his mind and the family-in-law agreed to contribute to M.’s school fees. M. is now in form four. The husband, empowered by his wife, decided also to go back to school. Recently he joined a college to be trained in electronic wiring.

Result:

Girls Having a Positive Influence in the Community

Name: Rehema Menza Chome
 Age: 14
 Field: Madamani
 Role in MTG: Field Leader
 In MTG since: 2011

When I joined MTG, many people were curious to see how I would cope, whether I would start behaving badly or would get in some trouble. But I proved them wrong. I started having a positive influence on my neighbors and the community.

MTG helped me to have courage, because I was chosen as a field leader and I had to stand in front of my fellow members. It was a challenging period, because I had to face both the old and young members in my field. Being a field leader has enabled me help the other players in my field. I’m proud because my fellow players are able to stand. They have made an impact in the community, helping other girls and telling them to register in MTG. I feel very confident and happy.

Result:

Respect for Children’s Rights

Name: Sharlet Sidi Luwali
 Age: 16
 Field: Mitsedzini
 Role in MTG: Field leader
 In MTG since: 2011

Before I joined MTG, I did not know my rights. My father told me to stay at home and drop out of school. While my brothers went to school I had to do the daily duties. I took courage and started going to school, but when my father got to know, he caned me. I was scared of the consequences of disobeying my parents, but I was ready for anything. My motto was: “No retreat, no surrender”.

Luckily for me some of the MTG registered members came to my homestead and convinced my father to let me play. It was a hard task, but they managed to convince him. I was chosen as a field leader and invited for a one week training. When I asked my father for permission, he refused. He said “MTG has a bad influence on girls”.

My uncle came to my rescue and convinced my father to let me go. When I went home I thought my father what I had learned. My father has come to see that MTG is a good influence to both me and the community. I appreciate MTG for making life easier and now I am able to get education.

New in 2013: Including Boys and Men

MTG made a start to include boys and men in its programmes. Their participation is aimed at the following strategic areas:

- Information to boys about sexual reproductive health and rights issues, human rights and gender equity
- To open up collaboration with other stakeholders in the communities that focus on working with boys
- Increased awareness and respect to girls and young women's rights and choices.

Ten captains/young coaches of teams that play at MTG league fields were trained as peer educators. They are conducting sessions with their team mates. The boys have also been educated on gender issues and how to support girls so that they can participate in the MTG programme and fully benefit from the MTG programme. The programme has been a pilot project in late 2013 and will hopefully be expanded in 2014.



New in 2013: Parents and Local Leader Trainings

Every MTG league field organizes two parents meetings per year and one Tumanyane day, a community meeting organized by MTG girls. During the meetings MTG staff members discuss the importance of discussing sexual reproductive health issues with their children. In 2013 special trainings have been held with one hundred and sixteen parents and local leaders. The objective was to create awareness about sexual reproductive health and rights so that parents and local leaders can offer the girls support especially in cases of sexual gender based violence.

Result: My daughter Helps Me Understand

"My daughter helps me understand more about reproductive health and my views have changed positively. I now allow her to share what she know with her friends and family about these topics"

Result: Empowered Children Requesting Session about SRH for Their Parents

Pupils who participate in the Pangayombo school sexual reproductive health programme requested for reproductive health sessions for their parents. They said that most parents do not have information on health issues hence support their daughters to procure abortion.

Result: Supportive Environment for Pregnant Girls

Zawadi is a girl aged 15 years in class six. She is a peer educator. Zawadi got pregnant and got full support from her parents, teachers and the rest of the students. She was open about her condition and shared her situation with the field leader and some of the players. Zawadi continued with her education because of the support of the head teacher. The divisional coordinator noted a huge shift of attitude by the head teacher, the girl herself, the parents and the MTG field.



New in 2013: Parents' Savings Groups

Under the economic empowerment programme five parents savings groups became operational in 2013 reaching out to one hundred families in the Bahari area. The parents' savings groups in Matsangoni, Bahati, Mdzongoloni and Ngamani started poultry projects. They started off with 220 chicken. The group in Mnarani opened a vegetable stall and acquired loans outside MTG.

Half of the parents in the savings group said that their children, who were previously engaged in child labour are not working anymore or that they are working less. This was because of improved savings (30%), while 17% of the savings group members say that they have been better able to cater for their family needs due to their participation in the savings groups. More than 60% of the group members used their savings to expand businesses, to take loans and for personal development that would ultimately lead to improvement of their economic situation.

Result: Parents are Better Able to Pay School Fees

Rehema is 15 years old and now in class 5. Rehema is the youngest in a family of eight children. Her parents died and she is now under the care of an uncle.

"I used to work mainly during weekends and after school. Sometimes I was sent home because my uncle couldn't provide for my school fees and there was no food. Then I worked during school time."

Rehema benefited from the ILO-IPEC project with school fees support and a school uniform. Her uncle became a member of the savings group for parents. MTG was instrumental in the initiation of the savings groups. The savings group started a group project from their savings and they now run a chicken farm. This farm has helped the parents to pay their children's school fees.



MTG Strategic Goal 4:

To develop and manage strategic alliances around the promotion of change in policy and practice on issues affecting girls in Kilifi

4

MTG & its Partners



New in 2013: Building Young Women's Leadership Through Sport Programme

Moving the Goalpost began implementing the Building Young Women's Leadership Programme Through Sport funded by DFID through Women Win. MTG plays its role in developing leadership skills of girls and women and a supportive environment for women leaders to improve their ability to act as agents of change in their communities, countries and at a global level together with seven other organisations all over the world. These are Naz Foundation, BRAC, KMG, YEF, Nowspar, Sadili Oval and Mifumi. It is expected that our collected efforts will lead to increased influence and leadership of 24,300 girls and women in Africa and Asia.

The programme provides the eight organisations with an opportunity to measure collective impact. In

the beginning of the programme, MTG carried out a survey of girls who were to engage in the programme and found that for girls who had not participated in the MTG programmes before, the statistics were as below:

- Only 37% of them have had leadership positions in the past and only about half consider themselves as leaders which is lower compared to other projects in Africa, but higher compared to the projects in Asia.
- 26% and 36% know how to prevent pregnancy and STIs very low scores compared to other projects in Africa, but higher compared to the projects in Asia.
- Only 42% of the girls reported knowing a place or person where she can discuss Sexual Reproductive Health and Rights issues. This was the lowest score across all organisations.



Result:

Increased Learning and Change in Attitudes

But after one year in the programme,

- 80% of the girls see themselves as leaders
- 59% and 57% know how to prevent pregnancy and STIs
- 75% of the girls reported knowing a place or person where she can discuss Sexual Reproductive Health and Rights issues.



After one year in the MTG programme.....



**6 out of 10 girls know how to prevent pregnancies
(one year earlier it was 2 out of 10)**



**7 out of 10 girls know a place where they can discuss
health issues
(one year earlier it was 4 out of 10)**



**8 out of 10 girls see themselves as leader
(one year earlier it was 6 out of 10)**



**9 out of 10 girls know that they can influence their future
(one year earlier it was 7 out of 10)**



**10 out of 10 girls know that having sex without a condom
is a high risk for contracting HIV**

New in 2013: Creative in Partnerships

MTG joined Plan International in 2013 in the organisation of the UN Day of the Girl celebration which was held at Jaribuni Primary School. MTG staff members organised football and life skills sessions with boys and girls from Jaribuni Primary School and other neighbouring schools in the morning. The theme of the day was: "Innovating for Girls' education". Four hundred boys and girls participated in a brainstorm session about how they, their parents, the schools, the community and the government can innovate girls' (and boys) education. The brainstorm session led to a declaration that was handed over to the guest of honour the County Minister for Education, Youth and Sports, Madam Salma Muhiddin. She used the declaration for her closing speech that day.

Result:

Leaders Adopting Children's Views

One of the suggestions that resulted from the brainstorm session with the children was that communities should not allow children to attend disco's that are held during weddings and funerals. Early 2014 this suggestion was brought into practice in some areas in Kilifi.



Impact of Projects that MTG Implemented with Partners and Ended in 2013

“Football for the Empowerment of Girls and the Elimination of Girl Child Labour in Kilifi County”
ILO/IPEC

Impact:
Fewer girls involved in child labour, increased awareness about child labour, increased school performance and improved school attendance

Between 2011 and 2013 Moving the Goalposts had run the “Football for the empowerment of girls and the elimination of girl child labour in Kilifi County” as part of the International Labour Organization’s International Programme on the Elimination of Child Labour (ILO-IPEC) project titled “Creating an Enabling Environment to establish models for child labour free areas in Kenya”. The project targeted more than 8,000 children in Kenya.

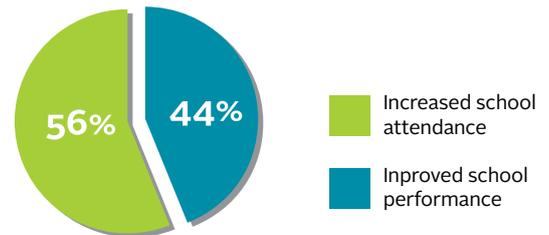
MTG used its football structures to reach out to girls between the ages of 5 and 17 years engaged in child labour or at risk of being engaged in child labour around the MTG community fields in Mnarani, Ngamani, Bahati, Matsangoni and Mdzongoloni. In the project period, 855

girls have been identified for support by MTG. The project targeted both MTG girls and non-MTG girls. Girls have benefited with support ranging from psychological support, school fees, school materials and vocational training. Business support and training has been extended to the parents through the savings groups which are now operating group businesses within their localities. A total of 393 girls who were in child labour, have been withdrawn and have been given an opportunity to go back to school. Some girls went back to primary school while others opted for vocational trainings. 514 girls were identified for the prevention programme.

An internal evaluation showed that girls and their parents benefited

from the project through financial support (school fees and scholastic materials). One out of ten girls mentioned counselling and community awareness as their main benefits of the project. One parent said: “My daughter also learnt more about her rights and she is more aware that child labour is a violation of her rights. She even talks to her friends at home and other people who practice child labour.” Another parent stated: “Girls used to sell local brew and firewood, but they don’t do it anymore. They just go to school, study and play football”. Parents, daughters and head teachers state that the biggest impact that the project has made is an increased school attendance and an improved school performance.

How the project has changed daughters’ lives



Result: Rescued from Child Labour

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 house help, a fate that awaits many young girls in Kilifi. Her mother was approached by MTG girls and Local Child Labour Committee members. They explained to 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.

Result: Rescued from Child Labour

Asha (not her real name) had been an MTG player. When her parents couldn’t pay her school fees, 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 Committee. 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.

MTG Girl Child Empowerment Project

Ministry of Foreign Affairs of Denmark through the Danish Embassy of Denmark in Kenya

Impact:

Increased Girls' Access to Football, Sexual Reproductive Health, Education and Economic Empowerment

Moving the Goalposts Kilifi was one of the beneficiaries of a project from the Ministry of Foreign Affairs of Denmark through the Danish Embassy of Denmark in Kenya. Key impact of the project has been the expansion of the MTG programme

that has made football, life skills and economic empowerment opportunities within reach of more girls in a wider age reach. Girls mention gaining football skills, exposure, improved health and life skills, confidence and awards to support them

in their education as major benefits. The quality of football has increased as MTG's participation in the Premier League shows and girls' leadership has increased and matured. MTG's approach has been recognized by community members as beneficial for girls and girls are appreciated as leaders back at home.

Impact:

Girls' Roles in the Community Change

My name is Celestine Nzaro. I joined MTG in the year 2006 as a player. This was after I completed my form 4 exams in the year 2005. I thought staying at home idle was not a good idea. So I decided to keep myself busy by involving myself in MTG activities.



I was trained as a peer educator and a referee. I was officiating the league teams and also visited one school to give peer education about health to the school girls. Through giving peer education I gained self confidence. I learned to talk to a group of people that I had already met and groups that I had not met before. As a referee, I officiated MTG matches and matches organised outside MTG for both women

and men. In 2011 I was called to officiate during the zonal ball games in and outside Kilifi. These invitations have given me more confidence and opportunities to practise.

From that moment I was able to earn my living and I could depend on myself. Later I was asked to be the lead volunteer during one of the M & E camps and lead a group of more than hundred girls during one of the training weeks. I became a role model to some of the young girls. I think I impressed the MTG staff, because when an employment position arose, I applied and was employed.

Celestine Nzaro is now an MTG staff member.

Impact:

Transformed Lives

Roselyne Kenga, field leader for Ndugumnani league field, won an award in the 2009 MTG award scheme and decided to start a business selling vitenge and lessos at her cousin's kiosk. The business has assisted her to support her family who are now assured of a meal every day, unlike before. Roselyne's mother says: "Roselyne now supports the family with food items such as unga, salt etc unlike before when she had no business." The business has also enabled Roselyne to contribute towards her brother's secondary school education. Roselyne is a member of the savings group in her league field. Together with team mate Mary she sells vegetables, fruits and cereals. They put up a kiosk themselves. Mary usually operates the kiosk and is assisted by Roselyne, whenever she is free.

Roselyn's mother is grateful to MTG which she says has transformed her daughter into a more confident person and a leader who can address and influence positive change in people's lives.

Roselyn left the programme end 2013 when she was 25 years and reached MTG's age limit.



MTG 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.

5

MTG & its Stories



New in 2013: Most Significant Change stories

MTG started using the Most Significant Change method, with support from Women Win, to collect qualitative data about the impact of the MTG programme. Fifteen girls wrote their stories. Girls could choose different domains to describe the most significant change that happened in their lives because of taking part in MTG activities. Six girls chose "leadership" while four girls opted for "children's rights". The stories featured in the Tunaweza, MTG newsletter for and from girls in a special edition to celebrate the International Day of the Girl. You can find some of the Most Significant Change stories in this annual report.

Result: Girls' Stories Have Been Published

Name: Florence Kadzo Charo
Age: 20
Field: Milore
Role in MTG: Referee
In MTG since: 2012

"Before I joined MTG my rights were violated. I was told to stop going to school and go work. But now, that I am an MTG member, I know my rights.

I have been able help the community and myself. I have gone back to school and I have made my knowledge known to other girls who were in the same situation as I was. I helped a schoolgirl who had gotten

pregnant. She said she was pregnant because her parents did not want her to go to school, forcing her to work and get money so that her parents could take her brothers to school.

When I told her about what I learned about children rights in MTG, she became motivated and courageous. She was able to face her parents and asked them to let her continue with her education. I was happy, because I helped somebody who was in need and who appreciated the knowledge I shared with her."

Result: Girls Achievements are Recognised in Media

"I always dreamt to appear in a gazette, as I am a regular reader of Mwanaspoti gazette. I always see MTG girls in pictures. I wished I could one day see myself in this gazette. During the divisional league championship, I was elected by fellow field committee members as one of the best field committee members in 2012. I was awarded an MTG bag by our DC. One day a friend showed me my picture in the Mwanaspoti. I was really happy since I had always wished this to happen to me".
Gladys Katana, Bahati field leader



New in 2013: Digital Story Telling

Three MTG staff members have participated in the Women Win mentorship programme that is part of the Building Young Women's Leadership Through Sport programme. In this mentorship programme the three staff members have produced their own digital story, in which they explain with the use of video, pictures, music and narration how MTG has influenced their lives. The digital stories have been posted on internet and are used to introduce MTG and the impact of our work to the community, stakeholders and partners. The three staff members have also been trained as Trainers of Trainers. Six MTG girls have produced their stories. You can find them on the MTG Kilifi You Tube channel <https://www.youtube.com/user/MovingtheGoalposts>



Result: A Young MTG Woman Is Recognised

Mercy Anne Akinyi is a volunteer in MTG. She started as a player, field leader, a coach, a peer educator and now as a peer provider, distributing contraceptives for youth in her community. She inspired her whole Vuga Community through health sessions, intervening in cases of girl's violations and voicing issues of girls and women. In the Kenyan elections that were held in March 2013, she was approached by politicians vying for elective posts as a campaigner tapping in her potential to convince women voters. She is now a role model for many, girls in the community who would like to be like her. Women and parents visit her home to ask for advice.

"I am not only a service provider, I inspire fellow girls, I am a coach in my field, a peer educator and a leader of the savings group. I am an elected leader. I have not been imposed or imposed myself on the girls. Every week in my league field I reach out to one hundred girls. I pass the messages that help girls to be confident about themselves and make informed decisions about their lives. This role gives me strength."

Mercy Anne's story was submitted for the East African Philanthropy Award where she was shortlisted for the Volunteer Award. She featured in "Meet Mercy Anne", the cover story of the new website of International Inspiration, one of MTG's partners. <http://vimeo.com/user19340620>



Result: MTG acknowledged at a global forum

Dorcas Amakobe represented MTG at the Football for Hope Forum 2013 in Belo Horizonte in Brazil. She presented the MTG model that explains MTG's "tool-box", steps and solutions for a number of challenges that sport for development organisations working with girls face. Dorcas did MTG proud: she was the closing speaker during the Football for Hope forum.

MTG Strategic Goal 6:

6

The creation of a financially sustainable organization with a structure and culture that encourages high performance and accountability, young womens' leadership, sustains creativity and encourages constant learning.

MTG & its Growth

training of staff in Sports Act

goat eating party

photography training for 7 staff members

training of staff in report writing

4 board meetings

support for staff in pursuing certificate, diploma and degree courses

advocacy and communication training for staff

Participatory rural approach training for staff

11 monthly staff meetings

annual review and planning meetings

New in 2013: Local Fundraising

In order to raise funds for the participation of the MTG team in the Premier League MTG staff organised a goat eating party. Friends, local business partners and neighbours came together for an event where Lydia Kasiwa and MTG's own celebrity Janet Juma aka Confuser Jay entertained the crowd. The day was a great success and it was a good chance for our partners in the local community to come show their support for MTG.

During the goat eating party it was decided to start "A Friends of MTG" group. The sixty visitors of the goat eating party have become part of this group. They will receive updates about MTG and will be invited for all MTG events.

New in 2013: Human Resource

Executive Director

Moving The Goalposts was under the leadership of Atieno Odenyo until 28th February 2013 when she exited from MTG. Rachel Muthoga joined MTG in July 2013 taking over the leadership of the organisation.

Programme Manager

The position of the programme manager was filled in December 2011. Jacqueline Mwendu joined MTG and took over from Dorcas Amakobe who until November 30th 2013 had been the Acting Programme Manager.

Programme Accountant

The position of programme accountant fell vacant after the exit of David Mwaro. Fredrick Munga joined Moving the Goalposts in April 2013.

New in 2013: Visitors

In the course of the year, MTG received visitors, both from the international and local fields. Among the visitors were Maurice Makoloo and Monica Aleman from Ford Foundation, the Vice President Ms Latanya Mapp – Frett and from Planned Par-

enthood Federation of America and Pamela Onyango, Executive Director of the Africa Office and the programme manager, Kagwiria Kiogora. Clare Barrel from Inspirational International in the United Kingdom also paid a partnership visit as well as Laureus Sport for Good Foundation led by Emmanuel Madonda. Women Win visited MTG twice during the year. Adidas Foundation sent a

whole team of staff volunteers who spent over a week with MTG staff. They participated in the Leadership Camp, undertook repairs at the MTG office and field and also introduced the girls to new games such as basketball. Some of the volunteers also spent time with children from the local community in the resource center doing fun science experiments.

Result: MTG Recognized Internationally with the Beyond Sport Award for Health 2013

Moving the Goalposts Kilifi won the Beyond Sport Health Award 2013. The prize was handed over to MTG's Executive Director Rachel Muthoga during the Beyond Sport Summit 2013 that was held from 9 - 11 September in Philadelphia, USA. MTG was one of the 400 contenders from 125 countries in eleven award categories. Other projects that were shortlisted for the Beyond

Sport Health Award were Chicago Runners (USA), Soccer for Success (USA) and Rumah Camera Football Programme (Indonesia).

MTG won the Beyond Sport Award with the "Increasing Access to Reproductive Health Information" that MTG runs with support from Planned Parenthood Federation of America. In this programme, MTG peer educators give information about sexual reproductive health and rights while making access to contraceptives in the rural areas in Kilifi County easier. This approach has been applauded by the Beyond Sport Judging Panel of Ambassadors chaired by Tony Blair as new and innovative.

With the Beyond Sport Award Moving the Goalposts has received global recognition in the field of sport and development. The Beyond Sport Award includes a USD 10,000 prize, a package of strategic and business support, introduction to the Beyond Sport Network and exclusive access to media opportunities.

Rachel Muthoga, the MTG director, in Philadelphia to receive the prize: "This prize is an immense recognition of MTG. I believe winning the Beyond Sport Award will greatly boost our efforts to effectively implement our programmes".



MTG staff member Janet Motah's wrote a poem for the Day of the Africa Child. It became an instant hit! It was read again during the International Day of the Girl Celebration and it featured in a presentation that Jennifer Grimm, a Rotary Club of Kilifi member used in the USA to seek support for school fees for children in Kilifi.

I'm a proud African child

By Janet Motah

*I am an African child; born with chocolate skin,
Bright, brilliant, beautiful and bold; precious stone I am.
I dwell high with pride, like a precious diamond in the sky,
I play football with confidence; talented enough to be the best,
I am a proud African child*

*I'm a pretty bud; growing out of the mud,
I'm a blessed child; tame and free in mind,
I'm a star in midnight; that gives a spark of light,
I'm more precious than gold; more special than you think
I'm a proud African child.*

*I'm the hope for the future; treasure to the nation's eye,
A pure seed of true virtue; a fragrant leaf of nature,
Give me the gift of a lifetime; help me realize my rights,
Teach me to think like a Star; I promise you I will thrive
I am a proud African child.*





Thank you for your support

Alistair Berkley Trust and Buckee Trust, Departments and Ministries of the Government of Kenya, corporate and individual, national and international well-wishers and the MTG girls, their parents, families communities, schools and other stakeholders.





Get involved with MTG



DONATIONS

Given Gain

You can give your donations through www.mtgk.givengain.com or contact MTG through +254 722 823834 or info@mtgk.org. You can become an MTG activist and organize your own fundraising event for MTG. Contact us for more information or check <http://www.givengain.com/learn/activists/>

BECOME A FRIEND OF MTG



Platinum friend

Platinum friends donate 25.000 KES (€ 250,-) per year and recruit one new friend of MTG – life time MTG friend. You will receive the MTG E-newsletter and other publications, invitations for MTG events, 50% discount on annual gala dinner when bringing 1 other guest, you will be mentioned in publications and get a free advertisement in a newsletter



Gold friend

Gold friends donate 15.000 KES (€ 150,-) per year and recruit one new friend of MTG. You will receive the MTG E-newsletter and other publications, an invitation for MTG events and 25% discount on annual gala dinner when bringing 1 other guest



Silver friend

Silver friends donate 5.000/= (€ 50,-) per year and recruit one new friend of MTG. You will receive the MTG E-newsletter and invitations for MTG events



Bronze friend

Bronze friends donate 1.000/= (€ 10,-) per year. You will receive the MTG E-newsletter

For more information please contact us at:



Moving The Goalposts

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You can find MTG signposted along the Mombasa – Malindi highway in Mnarani