

Moving The Goalposts
Annual Report 2014

2014



JULY 2015







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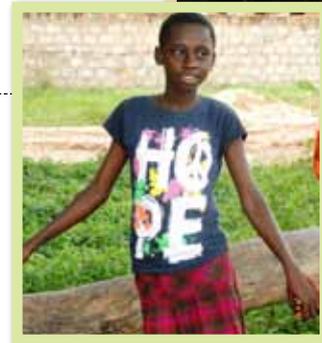
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Forward from the Executive Director



2014 was a great year for Moving the Goalposts. 2013 had ended on a high note when we were nominated to host the 2014 East Africa Peace Festival. We faced the daunting task with anticipation and also some trepidation. Would we be able to host a successful event bringing hundreds of teenagers from all over East Africa? Well, it was the most exciting five days filled with joy, fun, informational movies and most importantly football! We learnt a lot from our partners in the region, and also learnt that as an organisation, we are a great unit that can pull off wonderful feats. We hosted leaders and young people from Burundi, Rwanda, Tanzania, Uganda, Kenya, Democratic Republic of Congo and Ethiopia in Kilifi.

The year had a number of highlights from a project and programme perspective. Moving the Goalposts was able to build strong partnerships in Kilifi, in Kenya generally and beyond. Our presence at international fora including the Girl Summit hosted by the UK Government, at the Commonwealth Leaders Summit, graced by Her Royal Highness Princess Anne of Edinburgh, and the Safeguarding Conference in South Africa were a few of the opportunities that accorded us a chance to

undertake advocacy and showcase our work on the international plane.

As an organisation, it was also a year of innovation, trying out new ideas and following what we believed to be sound principles. Commencing our work with men and boys has been a great lesson. We had opportunity to understand the role that a father plays in his daughters' life and in her success at the Fathers' Day celebrations were we hosted the fathers of MTG girls. This brought home the importance of engaging with men and boys even as we aspire to equal rights for all. Mentorship programmes that our staff undertook have enabled us to form the core of an MTG-wide Mentorship programme which we are now designing. All the above would not have been possible without the support of partners who lent a hand to make it all happen.

First and most important are the 5,966 girls who signed up to participate in the MTG programme in 2014. This is the highest recorded number that we have ever achieved. Secondly, and also important are the 27 staff and over 400 volunteers who managed the programme. Third and equally important is the Board of Management of MTG. Dr. Maureen Owiti steered the organisation and then transitioned the position of Chairperson to Sarah Forde,

who is the founder of the organisation. Dr. Nduku Kilonzo served as Deputy Chairperson, Vicky Karimi was the Secretary while Editta Akinyi was our Treasurer. John Damigott, Dr. Sam Thenya, Tahreni Bwanaali all served as members of the Board to which I am personally indebted for their dedication, willingness to give of themselves and the guidance they provided me in managing the organisation. Lastly I would like to thank our donors, who include members of our local community in Kilifi, Kenyan granting organisations, international agencies and individuals all round the world who believe in and support the work that we do.

As we go into 2015, we do so with an anticipation fed by the fact that it is the last year of our current Strategic Plan. 2015 will be a year of dreaming, innovating, strategizing and writing the strategic plan for 2016 – 2020. We will be reaching out our partners to get feedback and direction. We are also undertaking the task of developing a football venue in Mnarani that will allow for a suitable ground for our girls to play in. We look forward to inviting you all to the opening!

Yours sincerely,

Rachel Muthoga



Who we are

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 goals 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.

MTG's activities are implemented by four departments:

The football department coordinates ongoing leagues and annual MTG school and club tournaments. Girls with disabilities are included in the programme. Girls are encouraged to take up leadership roles in their (football) community. The football department organizes leadership trainings in football. Staff members in the football department in 2014 were: Lilian Mbeyu, Clarice Mrengi, Celestine Nzaro, Janet Konde and Laura Brooks.

The health department gives girls opportunities to learn about their rights and to claim them. The health department organizes peer education sessions, quiz and debate competitions and video shows in the MTG fields and in schools. They train peer educators, Youth Peer Providers and counsellors. Counsellors do one-on-one and group counselling sessions. Youth Peer Providers give information about sexual reproductive health to MTG girls and community members and they distribute contraceptives. Staff members in the health department in 2014 were: Lydia Kasiwa, Irene Mambo, Peris Mwaka, Marion Kahindi and Janet Karisa.

The economic empowerment department aims to improve young women's livelihoods. The departments builds the capacity of the MTG savings groups, manages the MTG award scheme/education programme and organizes business start up and practical skills, financial literacy and employability trainings. Doreen Sirya was the staff member in the economic empowerment programme in 2014.

The community liaison department coordinates MTG's work in the MTG league fields and the communities. They build the capacity of the field leaders and their committees and they manage MTG's relations meetings with the communities, leaders, schools and government officials. The staff members in the community liaison department in 2014 were: Dorcas Amakobe, Sabina Wanjiku, Shully Bakari, Harriet Charo, Fridah Kahindi, Esther Baya and Annet Mangi.

The implementation of the MTG programmes is supported by: **The monitoring and evaluation department** uses participatory M & E methods to support and improve the programme departments' work. The staff members in the monitoring and evaluation liaison department in 2014 were: Cocky van Dam, Janet Mohah and Fathime Hamisi.

The finance and administration department enables the departments to carry out their activities and achieve their objectives. The staff members in the finance and administration department were: Alice Kariuki, Fred Munga, Margaret Tsuma, Harriet Chea, Beatrice Mapeenzi, Harriet Mose and Javan Chiro.

MTG is recognized as an innovative and unique sport and development project for girls and young women. It won the Beyond Sport Award Health in 2013.

Where we work

48 Moving the Goalposts works in 48 communities in Kilifi and Kwale Counties.



Bahari

Bahati, Matsangoni, Mdzongoloni, Mnarani, Mwakuhenga and Ngamani

Bamba

Biyubu, Kalongoni, Maryango, Mirihini, Mitsemerini, Muyuni, Mwezamoyo, Paziani

Ganze

Danicha, Dungicha, Kitengwani, Malomani, Mwaeba, Petanguo, Rare, Silala

Kaloleni

Benyoka, Chanagande, Kadzonzo, Kaduyuni, Kizurini, Mwareni, Rabai, Ramisi, Tsagwa, Vuga

Vitengeni

Bale, Bogamachuko, Dzikunze, Kang'amboni, Madamani, Milore, Mitsedzini, Mrima wa Ndege, Ndugummani, Vitengeni

Kwale

Bila Shaka, Dima, Mbuguni, Mteza, Mwangaza



Strategic goal 1:

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

MTG & her football



5966
league players

24
league players with disabilities

206
out of school players

2106
league matches

306
league teams

118
leagues

5 annual MTG tournaments with **2549** players (100 boys), **150** teams, **173** matches

Football for Wash matches

195
girls coaches trained

152
teacher coaches trained

191
referees trained

111
first aiders trained

East Africa Peace Festival with **78** players and **12** organizations

53
participants in the International Day of Sport for Development and Peace

117
participants in the International Day of Peace

MTG Participating in **6** tournaments



Our new approaches in 2014

Tackle Africa

Tackle Africa coaches have been trained in MTG since 2009. The programme which is supported by Positive Action for Children Fund, moved to another level in 2014 with a full time coaching and football drills programme. The three year Tackle Africa programme aims to contribute to the prevention of mother to child HIV transmission by increasing the knowledge and understanding of young women in Kilifi. This will enable them make safe, informed choices around sexual behaviour and accessing clinical and support services. In 2014, eighty Tackle Africa coaches were trained. They started facilitating sessions in their MTG league fields.

Laura Brooks, Coach Development Officer Tackle Africa joined MTG to establish the programme and has been working with the MTG/Tackle Africa Project Officer Janet Konde. Tackle Africa drills have been adjusted to meet the objectives and the target group of girls and young women in Kilifi. A special Tackle Africa/MTG curriculum has been designed for this project. During the 2014 Annual Tackle Africa Teambuilding weekend for Tackle Africa projects in Africa, this unique approach of Tackle Africa and Moving the Goalposts was discussed as a good practise.



Premier Skills

MTG entered a partnership with the British Council to assist the British Council implement trainings under its Premier Skills programme nationwide. MTG implemented the Premier Skills programme where 140 community coaches (63 female and 77 male) in Kwale, Kilifi, Sotik, Njoro, Rongo and Mount Elgon were trained. MTG was approached for the partnership because of its experience in organizing trainings and its expertise in the involvement of women in football. The partnership will be continued in 2015 with a focus on MTG's capability in including sexual gender based violence in football activities.

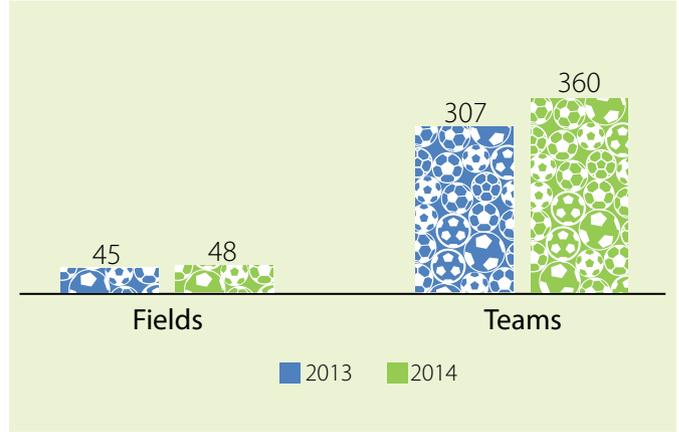
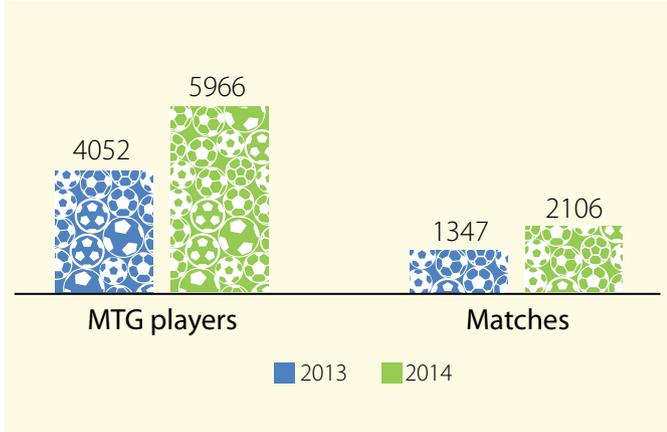


Patience Mwasi

"When I get an opportunity to coach I give it my best"

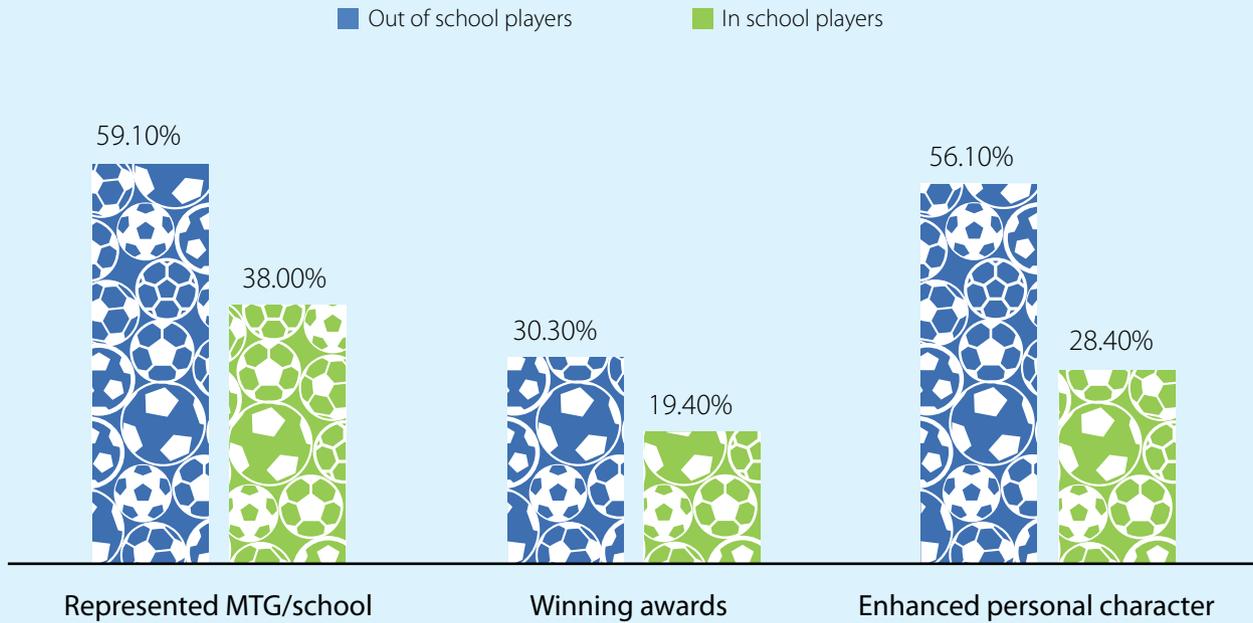
I am Patience Mwasi. In 2014 I was trained as a Premier Skills Coach. Being trained in a group with male coaches, I was encouraged to coach boys. I was approached to coach the boys' team from Fumbini Secondary School for their school football competition. It was their second time to participate in the zonal secondary school games. After my training they performed better than they had in 2013 and they won in the zonal competition.

The players of the Fumbini United boys team respect me. They regard me with appreciation, because of the level I took them to and the drills I take them through. I have helped them to realize their potential. I have also interacted with the players at a more personal level. I am a counsellor and a peer educator, so I also integrate some of my football drills with life skills topics to give them information on the situations they face in life."



MTG concluded a three year programme with International Inspiration with funding from Comic relief. These are some of the findings:

Benefits of playing football - Pathways





Halima Kadzitu:

I now realize that someone could learn from me



'I am an MTG player from Chanagande field in Kaloleni. I have been trained as a leader in peer education and coaching. I use football drills to make girls better football players but also to give information about HIV & AIDS. I'm confident that I can do it. Actually I have become quite good in it. I have been given a chance to show my leadership skills in MTG. I train other girls. This year I have also facilitated sessions to participants from other East African countries. I encouraged one of the participants from Uganda to facilitate a session although she found it very difficult to do it. But when she saw me doing it, she felt like "If Halima can do it, why not me?". She tried to facilitate and her confidence started to grow. She wanted to see me facilitating so that she could learn

from me. I felt so encouraged and realized that somebody could learn from me!'

Binti Ali:

It is all because of confidence



'My name is Binti Ali, 11 years, playing for Shining Star in Mnarani field. I am the first born in our family. I stay with my mother because my dad passed away when I was young. One day when I was in school, the bell rang and I saw girls running to the field to play football. I admired the way they were playing. I told my mum about it and that I wanted to join. She agreed. I started playing with the girls in the league field and, little by little, I gained skills. Those skills have helped me to play football with courage and confidence. I never miss a practice or

league match in our field. Through my active participation I have received a number of benefits. I was awarded with a school uniform and payment for school fees through the MTG award system. The players in my field selected me to be trained at the camp as their referee. I also attend the Trainers of Trainers meetings so that I can facilitate referee training and last year I was selected to be a player for the MTG United team. Further, my mother is proud of me, especially as I was selected to recite a poem during the International Day of the Girl celebration in Kilifi. This all happened to me because of the confidence that playing football has given me. I believe that the football skills that I have gained in MTG will make me go further than I have reached now. I want to do my best to go to the United States.'

> Our stories cont.



Mwanaidi Karisa:
You have to work hard, practice and play!

Mwanaidi Karisa, 17 years old, has been part of the MTG United teams since she was 11 years. For three years now, she has been playing in the MTG United open age team. Without doubt, Mwanaidi has been one of the best players in MTG, not only because of her football talent, but also because of the leadership that she shows on and off the pitch. Mwanaidi was scouted by St. John's Secondary School. She got a football scholarship and received support through the Pathways programme. Without this support she would not have been able to continue her education. She is now an important player, number 5, in the St. John's Secondary School football team and a form two student.

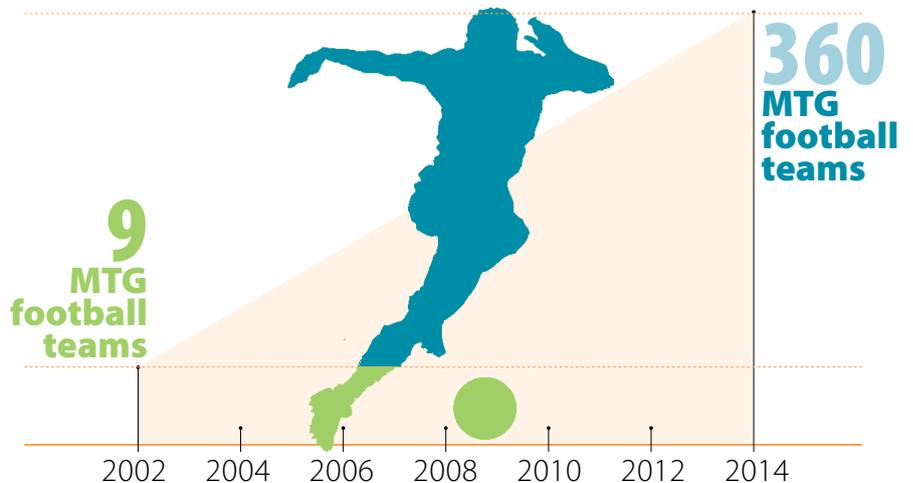
In 2014 Mwanaidi participated with St. John's secondary school in the

Airtel Rising Stars Kenya Secondary School Sports Association (KSSSA) Term II B national ball games and the East African ball games. Mwanaidi: 'To achieve this you always have to work hard in your field. You need to play three times per week, at least, and play as many matches as possible. MTG has helped me with opportunities to practice and play.'

It has encouraged me to work hard in the field and take time to practice and play matches.'

Did you know?

In 2002 MTG started with 9 football teams. IN 2014, MTG had 360 teams!





Bonus: our winners in 2014

1



2



3



4



5



6



8



7



9



1 St. John's MTG open age tournament and MTG secondary school tournament

2 Beijing Raiders MTG U16 tournament

3 Arsenal, Kang'amboni, MTG Under 10 year league champions

4 Superstars, Mdzongoloni, MTG Under 13 year league champions

5 Man City, Kang'amboni, MTG Open age league champions

6 All girls in the tournament for girls with special needs were winners

7 Matsangoni Primary School winner MTG primary school tournament and WASH tournament

8 Matsangoni boys winner of the MTG WASH boys' tournament

9 VAP, winner of the East Africa Peace Festival, with teams from all over East Africa



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

MTG & her girls

36
new peer educators trained

180
sessions in school with 1124 participants: 163 boys and 1061 girls

606
sessions in fields with 1320 girls

145
sessions in tournaments with 1857 participants

13
counselors trained

64
sessions in camps with 357 participants

8
video shows during camp with 356 participants

50
one-on-one counseling sessions

158
group counseling sessions with 1542 clients

22
youth peer providers trained

192
sessions with 1468 clients

19771
male condoms distributed

2000
female condoms

52
E-pills

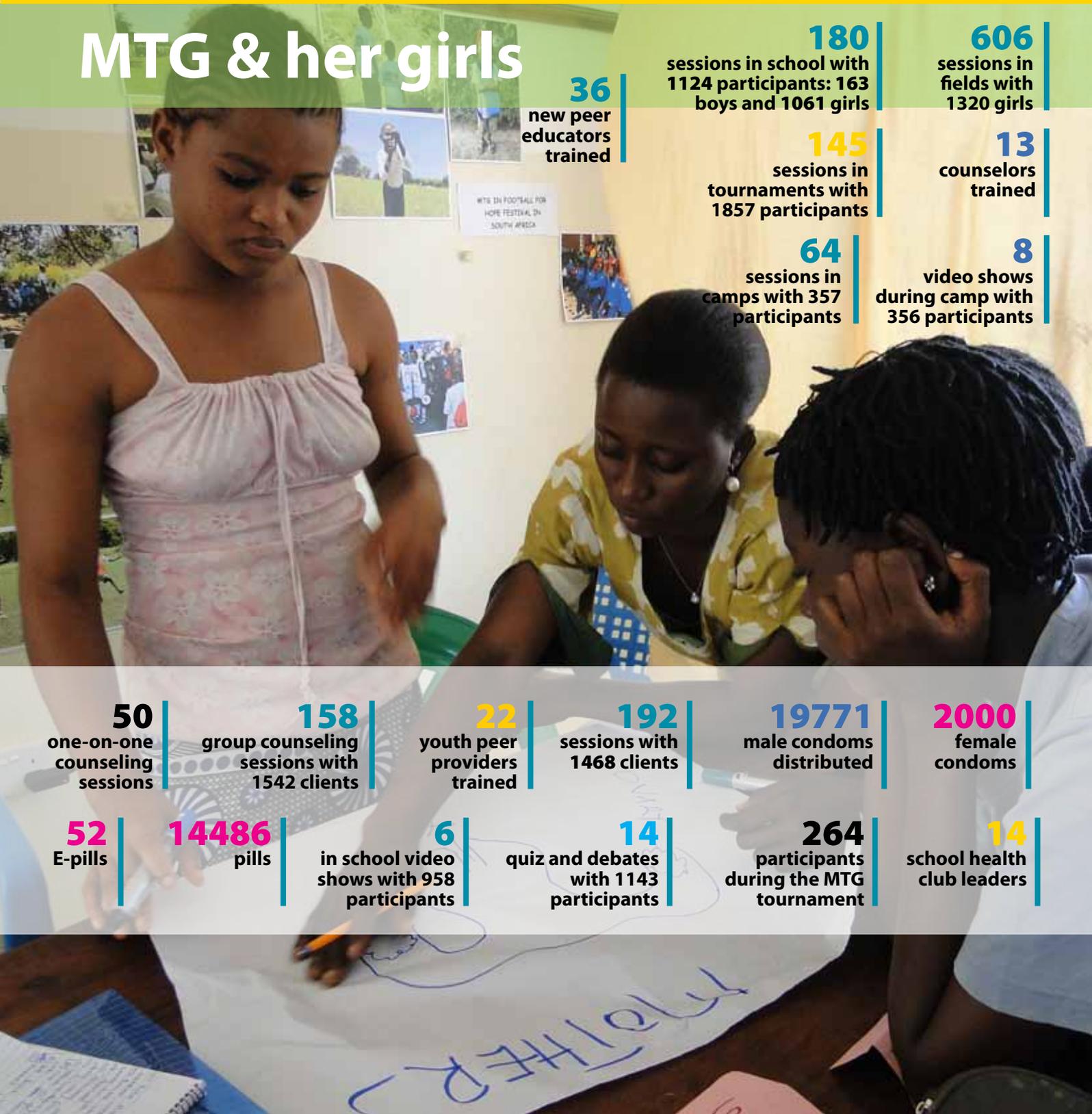
14486
pills

6
in school video shows with 958 participants

14
quiz and debates with 1143 participants

264
participants during the MTG tournament

14
school health club leaders



Sexual Reproductive Health Programme

Our new approaches in 2014



Talking to parents in the in-school programme

MTG usually organises Tumanyane days (meetings organized by MTG girls with their community). IN 2014, MTG staff members from the health department have talked to parents about the importance of inter-generational discussions on sexual reproductive health. MTG staff members have given parents from MTG girls information about sexual reproductive health and rights and have helped them to find ways of discussing the topic with their children. This intervention has also been extended to the parents of the children who are participating in the in-school peer education programme.

Including boys in the in-school peer education programme

In 2013, MTG trained boys to facilitate peer education sessions for boys in the MTG league fields. In 2014, MTG has included boys as participants in the in-school peer education sessions. These sessions have previously been exclusively for girls since the experience had shown the MTG

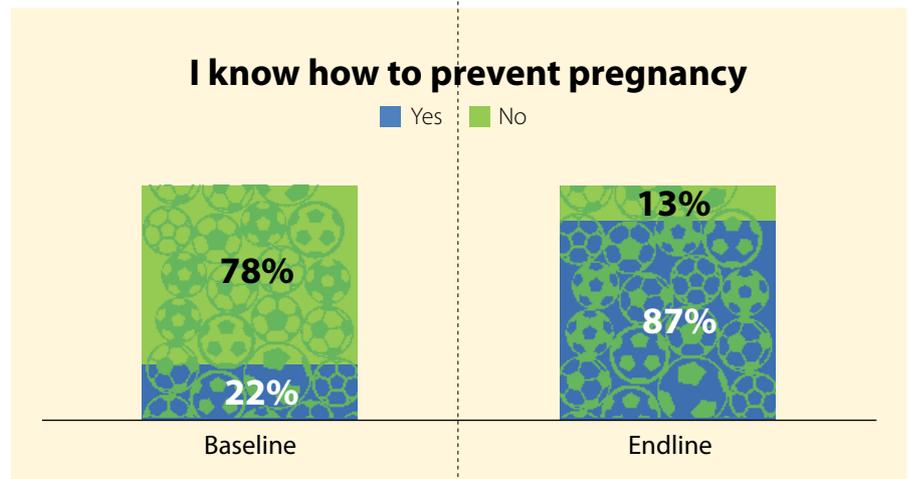


health department that it is easier for girls to talk about sexual reproductive health in single sex groups. However, on request of the schools, a pilot

project started in 2014 to facilitate the sessions in schools in mixed groups. It is yet too early to draw conclusions but, after a difficult start, the peer educators have been able to make all the participants feel comfortable and both boys and girls have been engaged in the discussions.

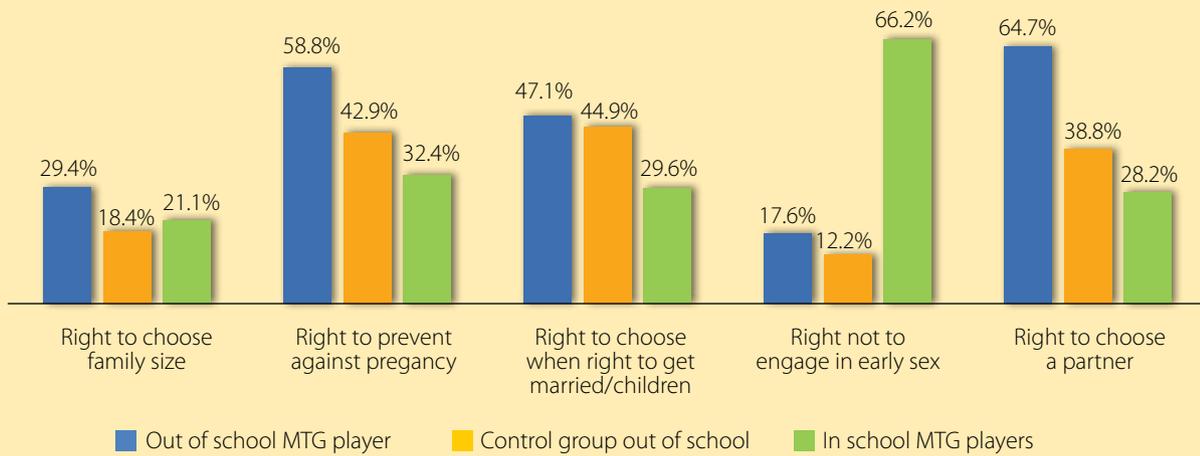
Our numbers

When girls join the MTG programme only 23% of the girls know how to prevent themselves from pregnancies. After completing the MTG peer education programmes, 87% of the MTG girls know how to do this.



MTG concluded a three year programme with International Inspiration with funding from Comic relief. These are some of the findings:

Pathways Sexual Reproductive Health Rights



MTG out of school girls score in general better than non-MTG out of school girls in a control group on issues of sexual reproductive health rights. It is encouraging to see that MTG in-school girls are well aware of the fact that they have a right not to engage in “early sex”.

Our stories



Lilian Chengo:
I know I have rights!

‘The peer education sessions in Moving the Goalposts have improved my knowledge about my rights and my decision making skills. This knowledge rescued me from the hands of my uncle. He told my parents that he would pay my



school fees but wanted me to work as his house maid. When I reached my uncles home, I kept on thinking: “I don’t want this. I have rights, haven’t I?” I’m happy that MTG trained me in knowing my rights. I am now a peer educator myself and I can support girls in my own community football field. I can give them tips on how to make assertive decisions.’

MTG girl:

We have the right to discuss and stop sexual harassment

‘I was on my way to Bamba to facilitate peer education in school. The bus was full, but I had to get in because I had to be in time. Suddenly a man in the bus pretended to be falling. I was next to him. I felt something hard and hot in my back. When I looked at the man it was like nothing was going on, but I knew he was sexually harassing me. I was shocked, but I took courage and confidently explained him that what he was doing was sexual harassment. The passengers were on my side and supported me to tell the truth. I said: “We have the right to discuss it and stop it.” The passengers were like ‘Wow, girls have information and they act!’ They said they were proud of Moving the Goalposts for empowering girls in the community to stop sexual violence.’

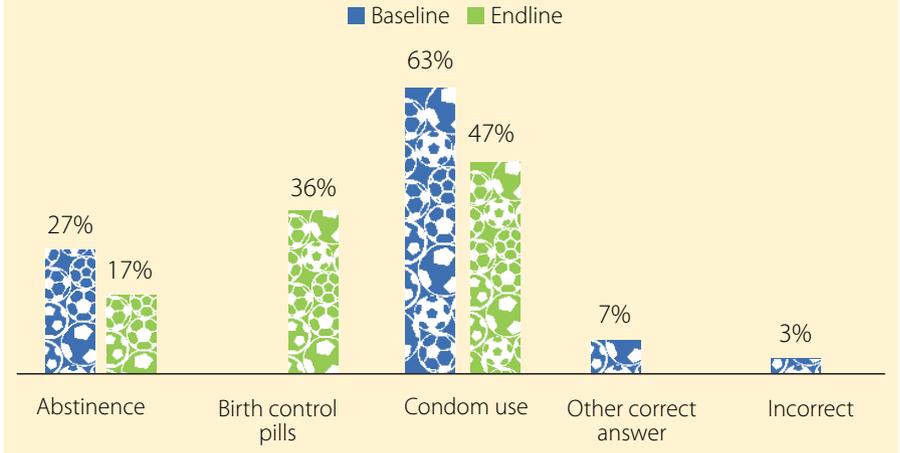


Did you know?

When girls join the MTG programme, only a few girls (2 out of 77) mention birth control pills as a method of preventing pregnancies. After completing the MTG peer education programme, 36% of the MTG girls mention birth control pills as one of the methods to prevent pregnancies.



Knowledge of pregnancy protection methods



With thanks to Women Win and Salesforce



Leadership Programme



45
field leaders
trained

540
field committee
members
trained

360
active football
captains trained

**Girls organize
events outside
MTG**

664
girls trained
on child
protection

55
girls
volunteer
outside MTG

376
leadership
sessions being
held

8
mentees
mentored by 5
staff members

23
mentoring
sessions held

150
boys and girls
participated in
video screenings
about women's
leadership

all **270**
best leaders awarded
exchange visit for best leaders

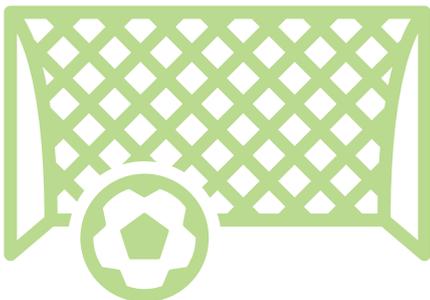


Our new approaches in 2014

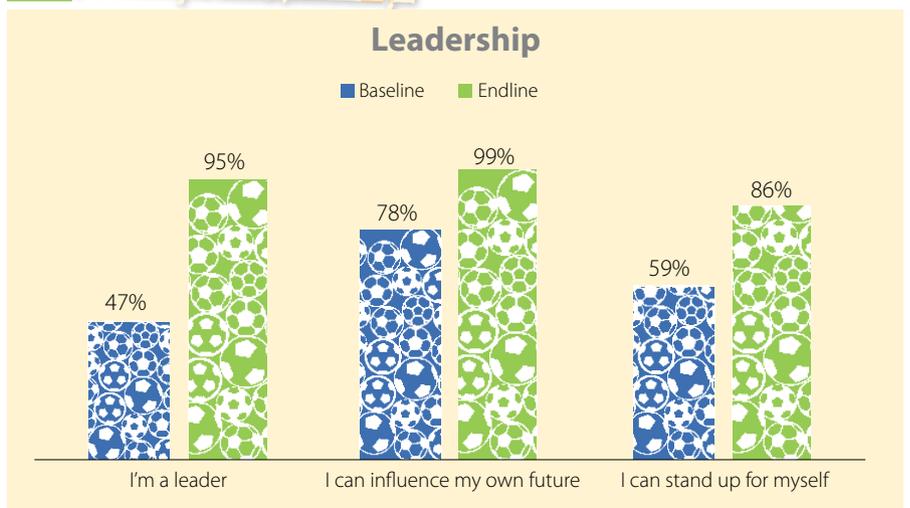


Moving the Goalposts entered into a partnership with Women and Girls Lead Global to implement a campaign referred to as Women in the Red. Women and Girls Lead Global is an organization that uses movies to bring stories to six million viewers in 8 countries. Women and Girls Lead Global uses a change model that facilitates community led transformation. The Women in the Red campaign focuses on promoting women's leadership.

MTG started in 2014 with the first Women in the Red campaign video screenings. The filming in 2014 were viewed by girls in Dzikunze, father's and field leaders during Father's Day and participants during the East Africa Peace Festival. In each screening, participants watch an informative video and then have a guided discussion on its message.



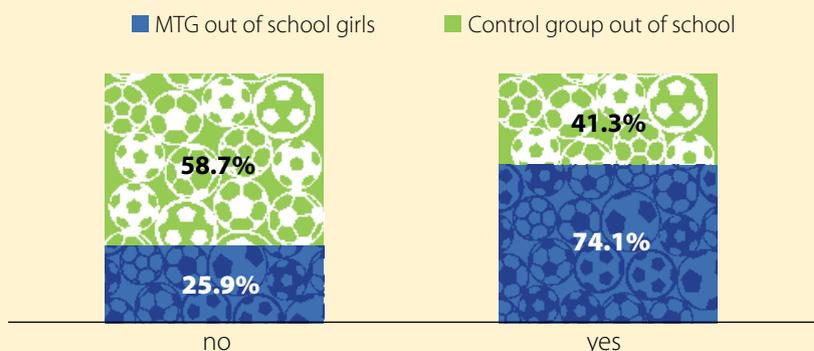
Our numbers



With thanks to Women Win and Salesforce

When girls join the MTG programme only 23% of the girls know how to prevent themselves from pregnancies. After completing the MTG peer education programmes, 87% of the MTG girls know how to do this.

Girls in leadership positions - Pathways



With thanks to Women Win and Salesforce



Esther Umazi:

I help other players to tackle the challenges that they are going through in their lives.

'My name is Esther Umazi. I'm 23 years old and a player from Kadzuyuni league field in Kaloleni Division. I joined MTG in January 2013. At first I didn't take playing football very seriously. I just enjoyed playing football with my friends. As time went by, I realized the importance of playing football with my friends. It made me feel physically fit and it relaxed my mind. I have been trained in several skills such as first aid, peer education and CV writing. All these trainings have helped me to build my self-esteem, confidence and courage. I am now an advisor and counsellor in my field. I help other players to tackle the challenges that they are going through in their lives.'

I have travelled to different parts of the country like Mt. Elgon and Sotik where I assisted in the coordination of the Premier Skills trainings. All these activities have increased my thinking capacity. I can relate what I teach in the field with real life situations. The volunteer allowance that I got has helped me to buy personal items and assist my family members, especially my younger siblings. My dream is to enrol for an early childhood development course.

Wilma Kazungu:

I'm ready to talk to community members about contraceptives

'I am a Youth Peer Provider. Youth Peer Providers counsel MTG girls and community members on

sexual reproductive health and they distribute contraceptives. In 2014, I had more clients compared to other Youth Peer Providers. This is because I'm confident and ready to talk to community members about contraceptives. I also visit the health clinic near my house. One day, I met 15 women at the health clinic who had come to collect contraceptives. However, there were no pills at the hospital. I introduced myself to the women and informed them that I'm a Youth Peer Provider in the community. I had carried my kit with contraceptives to the clinic so I distributed the pills to them.'

Rose Mulwa:

I feel proud when people thank me

'I play in the league for players under 13 year in Mwangaza field, Kwale County. I'm an active volunteer. I was elected to keep our field's footballs at my home. I always come to the field, so my team mates know that they can always play. Participating in the MTG leadership training has made me confident. I understand my role as first aider better. After the training I have managed to attend to all injuries in my field. During the tournament in August I even helped adults with my first aid skills. I feel proud when people thank me.'

→ **Did you know?**

MTG participant and coach Furaha Pascal was invited by Women Win (with support from the Human Dignity Foundation) to represent MTG at the Girls Summit 2014 in London organized by the UK Government. After speeches by Nobel Prize winner Malala, English Prime Minister David Cameron, and other world leaders it was Furaha's turn to speak. Furaha showed her digital story and shared some of the lessons that MTG has learned such as the importance of girls' participation, giving girls the opportunity to be leaders and mentoring girls over a longer period. After her presentation, Furaha sat on a panel with four other senior women, including two Women Win partners: Youth Empowerment Foundation (Nigeria) and BRAC (Bangladesh). Furaha expressed herself with confidence, poise and purpose.



Economic empowerment Programme



- 19** girls new in apprenticeships
- 22** girls complete vocational trainings
- 10** girls new in employment
- 3** girls employed in MTG
- 1** volunteer in VSO
- 32** girls and **45** community members trained in computer skills
- 21** girls trained in CV writing and employability
- 12** girls trained in communication skills and public speaking
- 31** girls trained in Start and Improve Your Business
- 49** girls trained in financial literacy
- 8** girls trained in alternative IGS's/Eco skills
- 11** girls trained in branding and packaging
- 25** girls trained in preparing cassava food items
- 4** savings TOTs trained and active
- 15** girls trained in detergent making
- 22** girls trained in business management and financial literacy
- 6** girls trained in workmanship skills
- 9** girls opened bank accounts
- 5** girls applied for loans
- 3** new savings groups
- 12** active savings groups
- 162.750** KES loans taken in savings groups
- 294.120** KES saved in savings group
- 89** girls in savings groups
- 36** savings groups officials

Our new approaches in 2014

Community Apprenticeship Project: *"Nielimisha Nijisaidie"*

As a result of the Pathways programme (see elsewhere in this report), MTG learned that although girls were trained in business skills and/or vocational skills, they were not able to access capital to start their businesses and to react on the wishes of their clients. MTG was awarded a grant from the International Labour Organization's Youth-to-Youth Fund, through the USTADI Foundation. Nineteen MTG girls got an opportunity to participate in the 'Nielimisha Nijisaidie project', a community apprenticeship project where girls were placed to work with and learn from successful



business people in Kilifi and Kwale Counties. By the end of the project two young women had started their own businesses, five participants had secured employment and twelve had opened a bank account. The participants reported a significant increment in scores on life skills, business skills and knowledge.

You can read more about the 'Nielimisha Nijisaidie project' on the MTG website <http://www.mtgk.org/news/empowering-young-women-economically-through-sports>

New trainings

The economic empowerment department is one of the newest departments in MTG. Since its inception it has built a network with local businesses, government departments and other community based organizations. In previous years, the economic empowerment department has trained participants in financial literacy, business skills and CV writing. Trainings such as soap,

tie and dye, Jik making and Mirimbi sauce making are nowadays successfully facilitated by MTG entrepreneurs.

In 2014 there were a number of new skills that were taught to MTG participants

- MTG organised a training on branding and packaging of products. The training was very beneficial for the young entrepreneurs who are producing soap, Jik and Mirimbi sauce.
- Eight girls participated in an alternative income generating training where they learned how to make

bead work and door mats made of small pieces of cloth.

- Kilifi based organization CAST trained girls in making "new nutritional products". Girls learned how to make cakes and donuts from cassava flour.

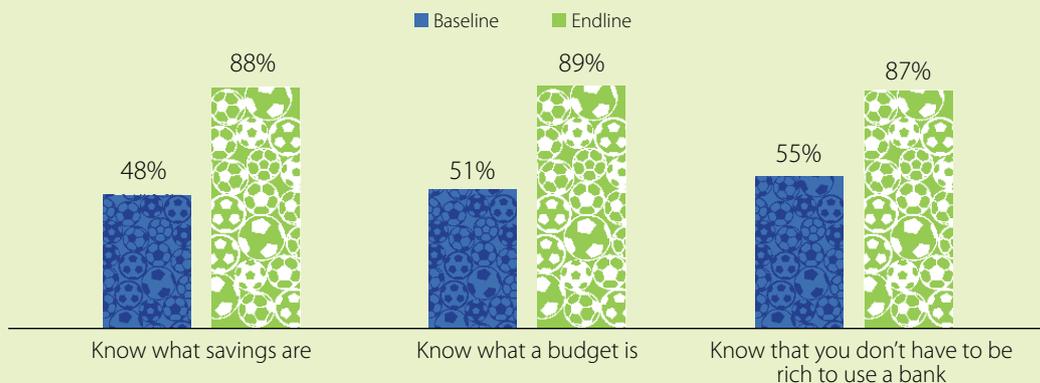


Our numbers

Business skills and knowledge among apprenticeship and project participants



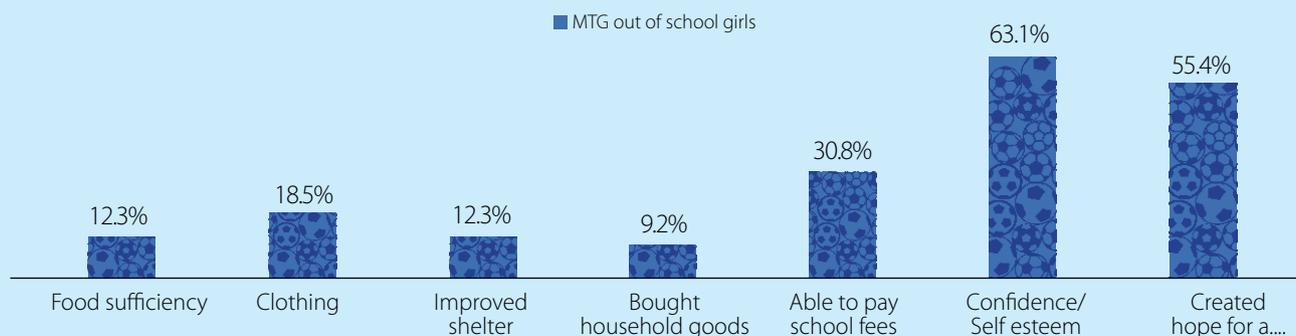
Economic empowerment - all participants



With thanks to Women Win and Salesforce

MTG concluded a three year programme with International Inspiration with funding from Comic relief. These are some of the findings:

Increased financial independence after Pathways programme



Our stories

The Mwakubo sisters: The importance of saving in Mirihini

Mapenzi: 'Through the MTG savings group I saved up to ten thousand Kenyan Shillings (100 euro). This is something I would never have achieved without the group. In Mirihini, where I live, there are no banks and savings institutions. They are only in major markets which costs girls 250 shilling to travel too. This discourages most young people to save so they end up using their earnings on telephone credit for calling friends and other wasteful things. We have agreed that in our MTG savings group you can save as low as 50 Kenyan Shillings.'

Mary: "Football has enlightened me. I was supported through the Pathways project to join a teacher's training college. I did not have difficulties fitting into the college because of my training as a peer educator and my experience as a field committee member. I was able to shop for my personal requirements before reporting to a teachers college by using the savings that I made in the savings group."

Janet: I revived my business

'I am a football player from Dzikunze. I run a tailoring business. Earlier I found it very difficult to manage my business and to meet the needs of my family. I spent all the money that I received through my business on my family and I was not able to save. This affected my business. The MTG Economic Empowerment Officer helped me to revive my business. She suggested that I could start making pouches from waste cloth materials. This was a good idea and it enabled me to start saving. My savings allowed me to take a loan to boost my business. At the same time, I encouraged my siblings and parents to start farming to generate food so that they are less dependent on me and my business.'



Now, I do farming early in the morning and I open my business at 10.00 am. I found someone who wanted to share my workplace so that we can divide the rent and reduce the cost of both our businesses. I have also started keeping records of my daily sales, debts and purchases. This has helped me to see how my business is doing. My business has picked up well. I'm now planning to restock my business with other materials such as lessos and vikoi.

Did you know?

In 2014, MTG had twelve active savings groups in its league fields. The 89 young women in the groups saved 294,120 Kenyan Shillings (about 3000 euro) in their savings groups. The groups have given out loans amounting to 162,750 Kenyan Shillings (about 1650 euro).

Bonus

MTG exit programme

MTG works with girls and young women in the age between 9 and 25 years. This means that young women leave the programme in the year that they reach the age of 25 years. In 2014, 19 young women girls exited the programme for this reason. In the year of their exit, the young women are taken through a sensitization programme and, if they haven't participated in the MTG economic empowerment programme yet. They are invited for the several workshops and trainings that MTG organizes. Nowadays, the young MTG women have incorporated the fact that their participation in MTG ends at the age of 25 years in their future plans. In previous years, young women would react disappointed and angry, in 2014 they have shown that they were ready to leave the programme. Furaha Pascal: "I'm grateful for my time in MTG. I joined MTG in 2003. I have learned a lot and gained a lot of experience, but now it is time to move on".



World Aids Day |
International Women's Day |
Day of the Girl |
Day of the African Child |
International Youth Day |
Day for people with disabilities |

5
strategic
partners
identified

119
actively involved
community
leaders

participation in
20 community/
school
meetings

35
Tumanyanedays
with 2953
participants

34
community
services held with
1652 participants

10
community
services

90
courtesy
calls

7
football fields
improved



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

MTG & her community



358
girls making
contributions in
community events

5
trainings with 168
parents on sexual
reproductive
health

63
participants
in Father's day
celebration

→ Our new approaches in 2014



29
fathers

34
girls leaders



Father's day

In 2014, MTG honoured MTG fathers who respect girls' rights and support their daughters in their empowerment process through encouraging them to play football. On 15th June, Father's day, MTG organized an event with MTG girls' leaders and fathers, who had been selected by MTG girls as supportive fathers. The supportive fathers encourage girls to participate in the activities in the MTG football fields and inspire other parents to do the same. 29 fathers and 34 girls' leaders participated in the event. They engaged in discussions, watched a video show and the MTG girls and the fathers played a football match. Mr. Mbogo, the Children's Officer in Ganze, was the guest of honor.



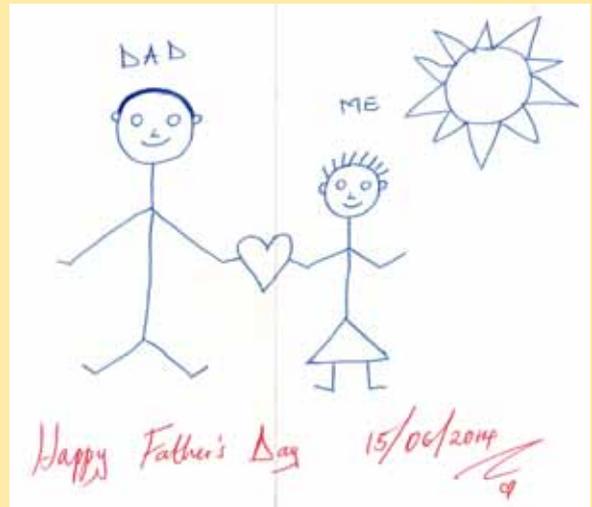
Full division in Kwale

MTG's collaboration with Mwangaza Visionary School, initiated by Adidas in 2012, led to the inclusion of the girls from Mwangaza Visionary School and their peers from the community in the MTG programme as part of the activities. The needs of the community and the success of the programme at Mwangaza league field led to an expansion of the programme to other communities in Kwale County: Bila Shaka, Dima, Mweza and Mbuguni. Since 2014 all departments include Kwale County in all their activities, making Kwale County MTG's sixth division with a full time employed divisional coordinator in charge of all the activities.



Mwanasha's father participated in a community awareness meeting in Mwangaza field, Kwale, when he first heard about MTG. When the MTG football leagues started he decided to bring his daughter and her little son to the field himself. When asked why he made the effort, Mwanasha's father said; 'I was impressed by how girls are given a chance at MTG. This made me encourage my daughter. She has a baby boy and she is not married. In MTG she can give herself a chance. She is staying at home and does not access any information. My daughter loves playing football and I am sure she will do it well.

I had to show her how motivated I am to support her to join MTG in Mwangaza. So I decided I had to bring her for the first time with my bicycle. I will support her when she is in MTG. I am willing to stay at home with my grandson and give my daughter the necessary support as required by MTG.'



Josephine Karianjahi (Women and Girls Lead Global):

'At the end of the Father's Day celebration, all the fathers, who are already identified as community fathers who others should emulate, pledged to be more involved in their daughter's lives. All the way back, M. our driver - described how he learned a lot about one's identity, and role in giving a child a solid beginning. He reflected on his own two children, and who his father was as we made our way south - and I could tell he was transformed this Father's Day. Each of the men, including him, walked away with a handmade and personal card for Father's Day. More than that, he walked away with a stronger affirmation of his role, and that of other fathers in the region in protecting and affirming women and girls in their communities.'

Football for WASH

The Football for WASH programme kicked off in 2013 with the training of World Coaches in Kilifi to deliver health information on hygiene through football drills. In 2014, the programme was

officially launched (picture left) and the World Coaches programme expanded its reach with 6 schools in Mombasa County. The programme provided goalposts to 7 community football field (picture middle in Paziani) and

9 hand wash facilities in schools that host MTG girls' football leagues (picture right in Mwaeba). 16 schools were trained in using a cost-recovery tool that will help them to plan for sustaining the WASH facilities.

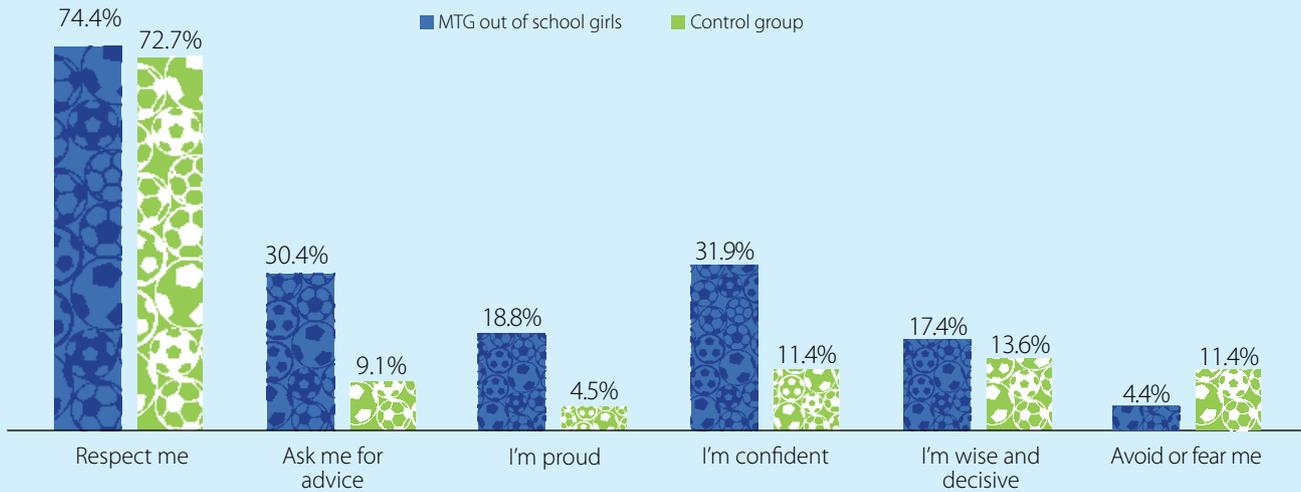




Our numbers

MTG concluded a three year programme with International Inspiration with funding from Comic relief. These are some of the findings:

Perception of MTG girls by boys and men



Our stories



Kadzo

My mother encourages me

'I'm happy that MTG talks to our parents about the need for them to support us playing football and being educated. Before my mother

attended the Tumanyane day (MTG meeting with the community organised by MTG girls) she would always send me here and there and before I knew I was late for going to the field. But now my mother knows the dates and times for our league practice and matches. On a league

day, she encourages me to rush to the field. Now she lets me go and come back to finish my part of the household chores later. On school days she also no longer asks me to stay at home and watch over my siblings while I'm supposed to be in school.'



Youth Peer Provider:

The community's attitude is changing

"I can see indications that the community's attitude is changing because of the sessions that youth peer providers conduct in the community. In Kaloleni, a mother approached me and asked for contraceptives for her two daughters who are in high school and sexual active. She told me that it's better to prevent than to wait for the consequences to happen. She also asked me to talk to the girls on issues of HIV/AIDS, which I did. The girls are accessing the contraceptives from me without fear as their mother supports them. We have also seen clients who are accompanied by their husbands to collect the contraceptives. This is a great achievement of the programme, because we have not seen that happen before."

Maurine Kombe's mother

"I'm happy that my daughter Maurine won an MTG award because of her active participation in MTG. The award made it possible to clear her school levies. I also love football and I wish I could find the time to play myself. I have also benefited from Maurine's participation in MTG. I have learnt about children's rights. I'm now sharing what I have learned with other mothers in the community."

Kicking AIDS out peer leader:

The assistant chief accepts my leadership

"On the closing day for the school holiday, I was awarded with five hundred Kenyan Shillings and a bag because I conducted a Kicking AIDS Out! session (football drill with HIV & AIDS information) with the parents in Mirihini primary school. When working with the parents I was as confident as when I work with the girls in Mirihini league field who usually attend my peer education session. The assistant chief who had joined the session assisted me when I was facilitating. It showed me that the leaders have seen the importance of reproductive health sessions in their community and also that the community members accept my leadership, also the assistant chief!"



Did you know?

The boys' peer education programme kicked off in October 2013 with support from Planned Parenthood Federation of America (PPFA) funds. The programme was led by the health department and fourteen boys/young men, representatives from teams in the MTG field participated in a training. The aim was to train boys as peer educators on sexual reproductive health for boys' teams in the MTG league fields and increase their awareness on gender issues. Quarterly refresher meetings were held with the boys.

Staff members and both boys' and girls' peer educators are positive about the programme. Although there is no hard proof yet, all have observed changes among boys in terms of behaviour and willingness to talk about sexual reproductive health.

Plans for improvement on the programme are:

- Measure the impact of the programme
- Define the objectives of the programme more precise, including the role of boys in MTG and the involvement of all departments
- Make practical and logistic programme adjustments to challenges such as boys leaving the programme, improved selection of the candidates, involvement of football officials to support the boys peer educators
- Use the standard MTG peer education curriculum

Footballworld

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Strategic goal **4**:

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

MTG & her partners



Participation in local, national, international networks, conferences, workshops, participation in International Learning Set, identification of partners, referrals, donor visits, participation in joint events, co-organizing international days (International Day of the Girl, World AIDS Day, International Day of Sports for Development and Peace, International Day of Peace, International Day of Persons with Disabilities), organization of the East Africa Peace Festival



Our new approaches in 2014



The East Africa Peace Festival

Moving the Goalposts organized the second streetfootballworld East Africa Peace Festival (EAPF). Twelve organizations from Tanzania, Uganda and Kenya brought together one hundred and fifty boys and girls in the age of 14 - 17 year in Chumani Secondary School, Kilifi County where the six day international football for development, peace and cultural event was held. Representatives from another ten organizations participated in different capacities in the Festival, including delegates from Burundi, Rwanda, Ethiopia and South Sudan. The East Africa Peace Festival is an initiative of the streetfootballworld network members in East Africa. It was organized for the first time in 2013 by TYSA (Trans Nzoia Youth Sports Association), Kitale. In 2014, the East Africa Peace Festival was organized by Moving the Goalposts. The aim of the East Africa Peace Festival was promoting peaceful co-existence among East African citizens, and between men and women in particular.

One of the highlights of the East Africa Peace Festival was the delegations' participation in the National World Aids Day celebration at Karisa Maitha stadium in Kilifi. The First Lady Margaret Kenyatta handed over a mobile health clinic to Kilifi County as part of the Beyond Zero campaign. MTG Executive Director Rachel Muthoga had the opportunity to talk to the Kenyan First Lady in person

about MTG. Rachel thereafter addressed the whole gathering.

Most of the East Africa Peace Festival participants saw the Indian Ocean for the first time during integration activities at the beach in Kilifi. A visit to Gede ruins brought the youth in touch with Swahili culture and history. Workshops for young leaders and managers of sport for development organizations were held to build the capacity of individuals and organizations.

Football3 (a form of football games with mixed football teams - boys and girls in one team - playing a five versus five players competition without referees) was used to promote peace. This method of using football for change enhances negotiation skills, understanding and fair play. This was seen during the tournament when young people cheered opponents' goals, helped injured players and gave each other points for fair play. The winners of the fair play prizes were HODI from Marsabit and TYSA from Kitale.

MTG's Groundshakers team reached the semi-final through coin tossing after the match against HODI) and the semi-final against Sports for Real Change, Kilifi through penalties. In the other semi-final, Vijana Amani

Pamoja (VAP) beat IDYDC from Tanzania in a combination of good football and fair play. MTG was the first team to score in the final against VAP through Mariam Samini. MTG was the more attacking team but in the last minute it was Vincent Omondi who, out of the blue, scored the equalizer. Mariam Samini was the only player who missed her penalty during the penalty shoot-out. Valdo Madegwa scored the winning penalty for VAP and made his team the winner of the streetfootballworld East Africa Peace Festival 2014 (see their picture in "our winners in 2014").

Other winners were:
Charles Omollo Otina , winner essay writing competition (right)
Fatuma Adan Badege, winner essay writing competition (left)
MTG - winner cultural performance



The objectives of the East Africa Peace Festival were: promoting a holistic approach that uses sport to mainstream gender in peace building and promoting regional networking, learning and



youth exchange on peace and football. The Festival has been enjoyable, peaceful and educative. We learned about HIV, child abuse, violence and football 3.' Glad's House, player, female, 13 years.

The East Africa Peace Festival achieved most of the objectives that were set. The key words that the 78 respondents in the EAPF evaluation questionnaire mentioned in relation of the East Africa Peace Festival were: fun, peace and well organized. The top five of lessons learned reflect the objectives that were set and the outcomes that were to be achieved. Mentioned as most frequent lessons learned were: interaction (27 x), football for development (26 x), fair play (21 x) sexual reproductive health and rights, including HIV & AIDS (19 x), peace/respect and (the importance of) life skills. Lessons learned on gender issued followed at a short distance on the sixth position.

'Being fair and unite with other people was my best experience during the EAPF. In my personal life I'm going to be fair and honest.' HODI, player, male, 14 years

The aim of promoting fair play was achieved. The concept of fair play was embraced by players and young leaders. It will be important to give those who want to promote football3 the opportunity to do so. There is a role for the sport for development organizations to facilitate this process.

'One of my best moments during the EAPF was when the VAP team included me in their celebration as if I was part of VAP.' Dorcas Amakobe, Programme Manager MTG

Child safeguarding had been guaranteed during the East Africa Peace Festival. Although there were no official complaints, there is always room for improvement e.g. in information provision, making it easier to file complaints, promoting child protection among the network members etc.

Participants from programmes with less focus on gender learned about gender issues. Their responses show that there is potential for some organisations for focusing more on gender in their programmes.

'Boys and girls have the same power. I should never deny a girl anything. She has a right to everything. My best experience was playing without referees and with girls.' MYSYA, player, male, 15 years

The message that football can be used as a tool for development has clearly been understood by the East African Peace Festival participants. The fact that 73% of the respondents of the survey have the intention to teach others with their skills, knowledge and experiences shows that there is an opportunity to empower young people to become agents of change in their community. Those 56 young people

show the opportunities that lie in the hands of sport for development organisations. Boys and girls can bring change in their communities by taking up leadership roles as young leaders in sport for development organisations. The youth is ready!

'I'm going to teach my brother about the life skills that we learned in the EAPF 2014.' TYSA, player, male, 14 years

Participating organizations were: IDY-DC, Jambo Bukoba, Soccer Without Borders, The Kids League, MYSYA, VAP, SEP, HODI, TYSA, Don Bosco Development Office Nairobi, MOYO/Glad's House, YES, CREATA, Sport the Bridge, Sports for Real Change, Chris Voi, Esperance, SSYSA, Kimisagara, One World Play, WASH United, streetfootballworld, KSDP.

With thanks to:

MTG organized the East Africa Peace Festival with support from streetfootballworld, the MTG girls, their communities and local stakeholders and volunteers. MTG is thankful for the financial support from streetfootballworld, Adidas, International Inspiration, WASH United, Premier League, DLA Piper Law Firm and BBB Health Club (through Women Win), Imarika Sacco and Resolution Insurance.

You can download the full East Africa Peace Festival report from www.mtgk.org and you watch the EAPF slide-shows on <http://urlm.in/tdba>



Network building – Kenya Sport for Development Partnership

MTG has been an active member in the Kenya Sport for Development Partnership (KSDP), a network of sport for development organisations in Kenya supported by International Sports Alliance through SOPA. In 2014, MTG became the chairperson of one of the thematic group: sustainable livelihoods. Economic empowerment is one of the least developed areas within sport for development in Kenya and therefore an interesting topic for MTG to explore further. In the leading capacity, MTG conducted a baseline about economic empowerment initiatives in sport for development organisations and organised two workshops for the partners. It became clear that the visit that the KSDP partners brought to MTG's economic empowerment department was an inspiring visit. All partners made a work plan that should guide them on the implementation of the lessons that were learned during the visit. Another highlight was the visit of the KSDP to the East Africa Peace Festival (see earlier in this report) where the partners met organisations from the East Africa streetfootballworld network who had gathered for their annual event, organised by MTG.

International Day of Sport for Development and Peace

In 2013, 6 April was declared the International Day of Sport for Development and Peace (IDSDP) by the UN General Assembly. The adoption of this Day shows the increasing recognition by the United Nations of the positive influence that sport can have on the advancement of human rights, and social and economic development. The International Day of Sport for Development and Peace was celebrated for the first time in 2014. MTG organised an event for the community in Kilifi to learn more about the potential of sport for social change. MTG staff members organised football for peace drills and football3 (mixed teams of five players, no referees and a focus on fair

play) matches were played. Sports for Real Change and Where Talent Lives showed how they use sport to develop life- and social skills.

New partnership: the Segal Family Foundation

In 2014 MTG entered a partnership with the Segal Family Foundation, a foundation that supports grassroots organization finding local and scalable solution to Sub Saharan Africa's most pressing challenges. The Segal Family Foundation focuses on supporting health, productive and empathetic youth. The Segal Family Foundation, through Women Win, has pledged to support MTG's general operation to reinforce MTG's work to enable girls to achieve their rights through sport.





East Africa Cup

Moving the Goalposts has participated in the East Africa Cup since 2010. Initially MTG only participated in the event with the MTG under 16 year team. The last few years, MTG Kicking AIDS Out! peer leaders have contributed to the facilitation of the Kicking AIDS Out! sessions (football drills with information on HIV & AIDS). In 2014, it was the turn of some peer educators and referees to join the team of leaders in the East Africa Cup. MTG's focus on girls only is one of the facts that interest the organizers of the East Africa Cup, although MTG girls and staff sometimes challenge the organisers. In 2013, an MTG staff member suggested playing the girls' final as the last final of the tournament. After all, the last final

is the highlight of the tournament, and why shouldn't that be the girls' final? It took a while to consider this option but in 2014 it happened. The girls' final was the grand final of the East Africa Cup!

Embassy Kenya Netherlands group

Moving the Goalposts is an active member in different networks. The Embassy Kenya Netherlands programme brings together three organisations that are running sport for development programmes in Kenya. Polycom, Vijana Amani Pamoja and Horn of Africa Initiative. They participated in two capacity building workshop organized by Women Win at MTG. MTG

staff members joined in discussions and held break away sessions with the guests about fundraising, financial management, community involvement, economic empowerment and monitoring and evaluation.



Bonus:

Pathways programme

International Inspiration (IN) – formerly International Development through Sport – IDS - and MTG were awarded a Sport for Change grant from Comic Relief for a period of three years to deliver a focused programme to provide services and targeted interventions to out of school girls in order to provide





them with the opportunities. The aim was to directly re-engage 300 girls with the education system, gain vocational skills and /or manage their own businesses alongside developing their leadership skills through football and improving their access to reproductive health information. 3000 girls and young women were to be supported in making informed decisions regarding their sexual and reproductive rights.

MTG reached the target numbers of the programme: 313 out-of-school girls were reached with economic development interventions and 3131 girls and young women with sexual reproductive health information (see “our numbers” in strategic goals 1, 2 and 3).

The Pathways project has enabled MTG to continue with its ongoing activities such as football, peer education, com-

313

313 out-of-school girls were reached with economic development interventions

3131

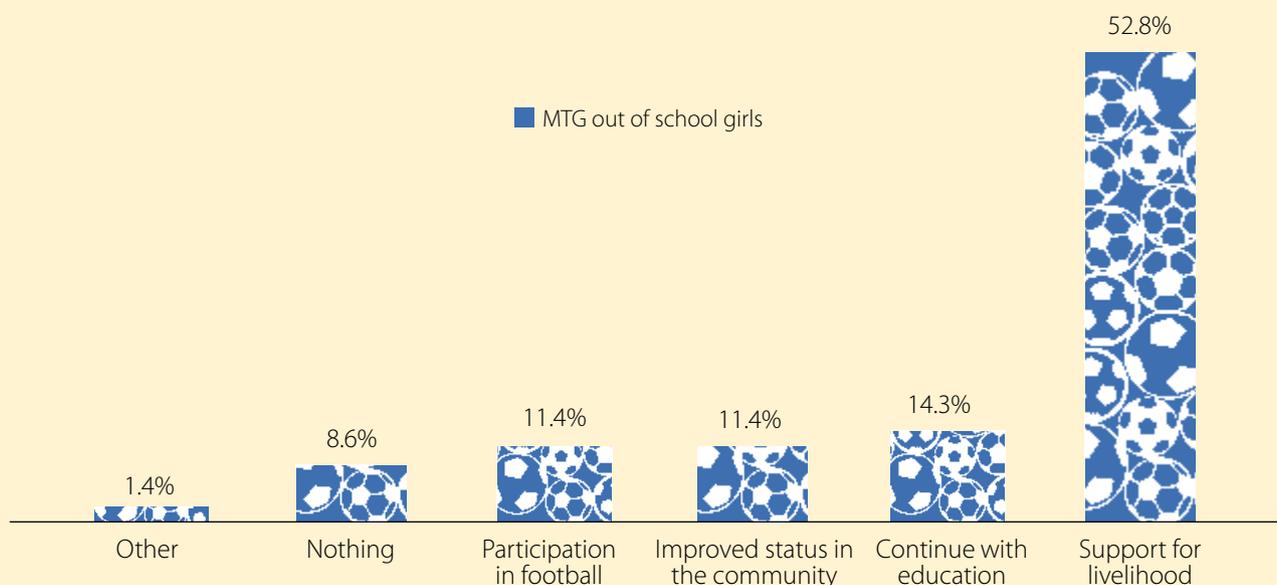
3131 girls and young women were reached with sexual reproductive health information

munity engagement and expansion of the MTG economic empowerment programme. Important contributions made by the Pathways programme have been the development of the

MTG child protection policy, MTG’s participation in the East Africa Cup and acquisition of the MTG van. Lessons that have been learned during the Pathways programme and that have/ will inform the design of future programmes are:

- A methodical way of programming and implementing interventions for out of school girls/young women in Kilifi
- Involvement of husbands and parents in planning for economic empowerment strategies for MTG out of school girls
- Best practices in child safeguarding and MTG’s role in sharing lessons learned round safeguarding of children in sport activities
- Increased linkages with financial institutions, government departments and private sector for economic development for out of school girls
- Development of the MTG exit-programme for girls who reach the MTG age limit of 25 years
- Implementation of a comprehensive three year programme that cuts across the whole organisation
- Indicator development, reporting and monitoring of impact on lives of girls who graduate from the programme.

Key changes for out of school girls in the Pathways programme



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.

MTG & her stories





Our new approaches in 2014



Siyakhona

Moving the Goalposts was one of the beneficiaries of the SONY/FIFA Siyakhona Skills project. This project aimed at building the capacity of sport for development organisations' capacity around digital media and bringing media skills to young leaders around the world. Though the project started in 2013, most of the Siyakhona activities in MTG took place in 2014. The project has made it possible for 36 MTG girls to tell (their) stories through photography and digital story telling. It has helped MTG to integrate digital media in its programmes.

Digital story telling has become a

valuable tool for MTG girls tell their stories. Every girl in MTG wants to tell her story in the form of a video. MTG staff members use these stories to communicate MTG's impact during meetings and presentations. You can watch MTG digital stories on You Tube <http://urlm.in/tmsm>

MTG staff members have improved their photography skills as you can see in this annual report. An MTG photo exhibition was organised and opened during the MTG Primary School Tournament finals. Five staff members entered their pictures into photography competitions.

Dorcas Amakobe (picture below) and Janet Motah (picture above) entered their pictures in the Siyakhona Photo Contest that were showed during the Football for Hope Festival in Brazil.



Irene Mambo (picture left), Sabina Wanjiuku (picture middle) and Cocky van Dam (picture right) entered their pictures in the Women Win International Day of the Girl photo contest. Sabina reached the third position while Cocky was announced the winner of the photo competition.

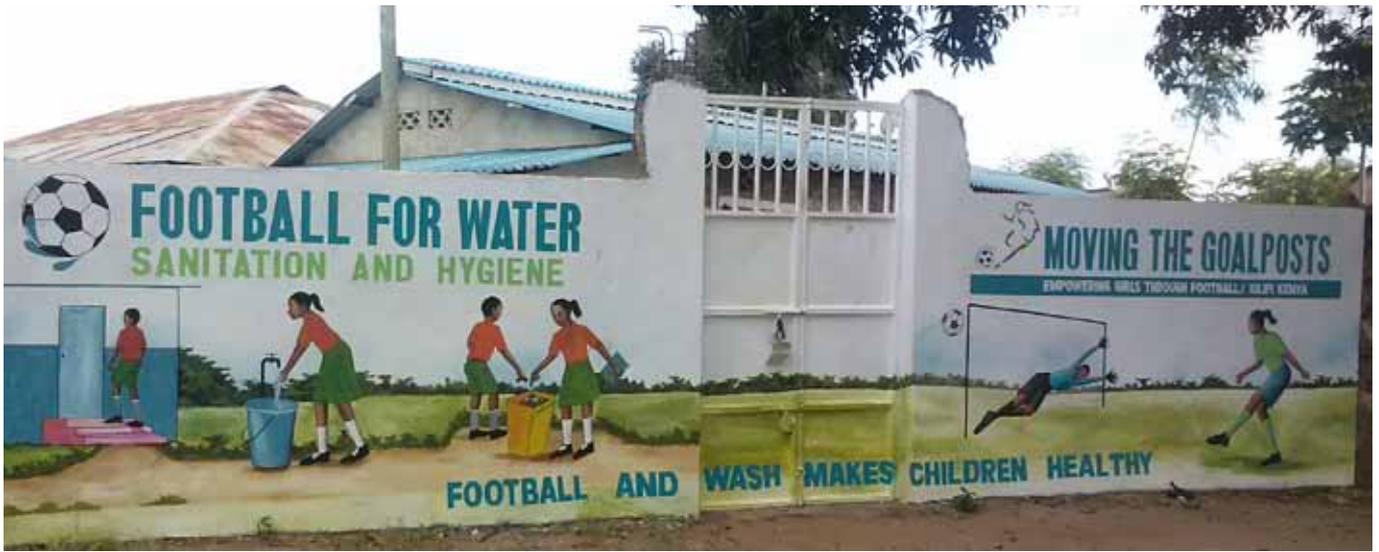
Branding

The MTG style was 'rebranded'. The MTG logo was adjusted to state of the art standards. New letterheads, business cards and social media fonts were created. Staff members who participated in the Siyakhona training were trained in making pictures that reflect MTG's brand and values. In the Football for Wash programme, school fences were branded with messages about Water, Sanitation and Hygiene.



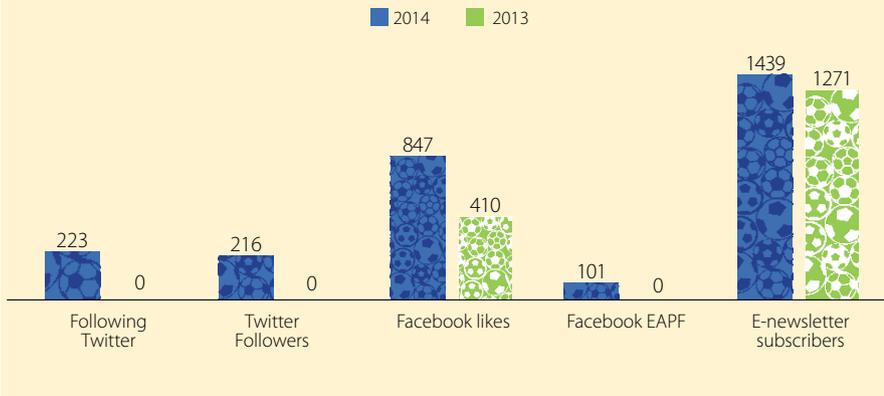
Digital media presence

MTG has had a facebook account since 2011 but in 2014, social media have become a more important and more strategically used tool. Daily posts have been made on facebook. MTG has become more active on facebook and has participated in Twitter campaigns such as Women and Girls Lead Global's Twitter gathering #Dadvocate round Father's Day. MTG also enhanced its presence on YouTube with links to 39 videos.

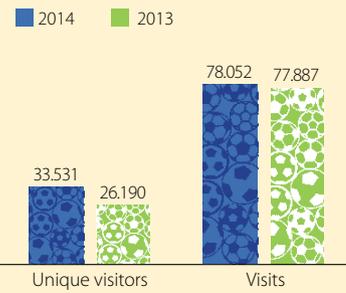


Our numbers

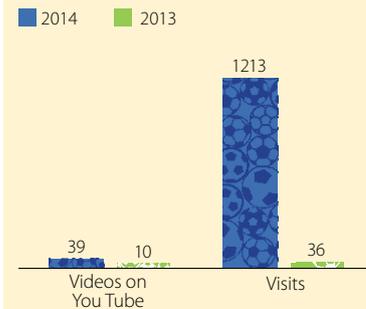
Social media connections

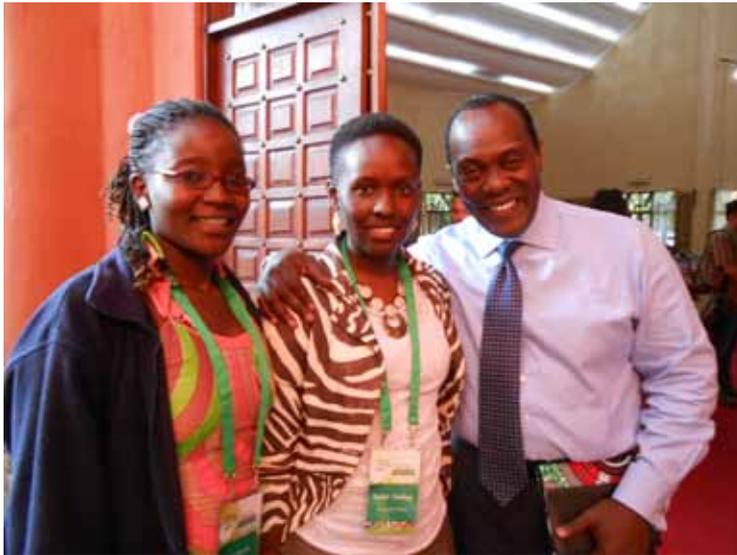


MTG website



You Tube





MTG on television

It was the first time in its existence that MTG was aired on Kenyan television. MTG's Executive Director Rachel Muthoga visited various Kenyan television stations such as, Citizen TV, Kenya Television Network (KTN), K24 and Kenya Broadcasting Corporation (KBC). In these TV appearances she was able to discuss MTG in general, girls' and women's rights and economic empowerment. After participating in a forum discussion during the Segal Family Foundation annual meeting led by Jeff Koinange, Kenya's most popular talk show host, Rachel was invited in Jeff Koinange Live talk show. You can watch the show on the MTG YouTube channel <http://urlm.in/toqf> and <http://urlm.in/toqq>

Based on average viewers per half hour polls, The MTG Executive Director has reached 1,420,000 viewers on Citizen TV, 535,000 on Kenya Television Network, 442,000 on Nation Television, 296,000 on K24 TV, and 271,000 on the national broadcaster, Kenya Broadcasting Corporation. This is a total of 2,964,000 Kenyans reached.

MTG's working components

Melissa S.Y. Be, wrote her Master's thesis "The Working Elements of Moving the Goalposts: Football, Peer Education and Leadership in Kenyan Girls" for the Faculty of Social and Behavioral Sciences of Utrecht about MTG. The general aim of Melissa S.Y. Be's research was to explore which elements of Moving the Goalposts (MTG) contribute to leadership development in Kenyan girls, with a specific focus on football and peer education. In-depth interviews, participant questionnaires, digital story scripts and participant observations from 88 participants were used to conduct the research. Melissa concluded that on a participant level, the working elements in the program are the various program (development) opportunities, selection, supportive environment and moments of reflection. On the organizational level, active spread of information in communities, level based trainings, co-facilita-

tion, monthly meetings, monitoring and evaluation and a supportive organization ethos were elements that contributed to the implementation of MTG's programmes. In her study Melissa suggests to use sport as a 'tool' for development, while maintaining close relationship with the community to reach a girls' leadership potential.

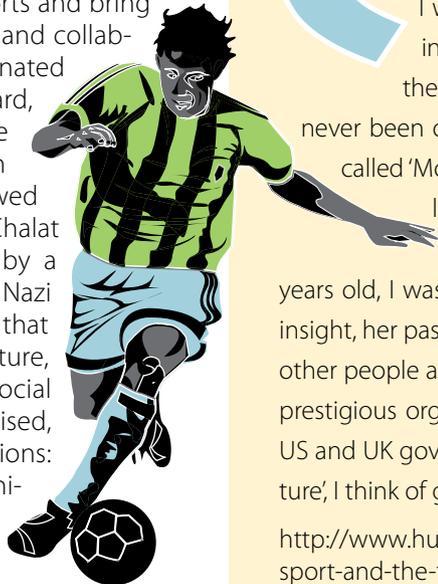
Did you know?

Martha Karua, Kenyan politician and the only woman who participated in the 2013 Kenya Presidential Elections, tweeted about MTG Executive Director Rachel Muthoga's interview at Jeff Koinange Live.



Bonus

Andrea Chalot is managing director of thinkBeyond, an organization that aims to support organizations to create deeper positive impact, improve and increase their social-good efforts and bring organizations together by sharing and collaborating. In 2013, Andrea was nominated for the Women of the Future Award, an award that recognizes the achievements of successful women in Britain. When she was interviewed by the Huffington Post, Andrea Chalot said that she has been inspired by a young MTG staff member, Becky Nazi (see the box). Andrea suggested that when, instead of Women of the Future, programmes and initiatives in the social change sector would be recognised, she recommended three organizations: YUWA (India), Skateistan (Afghanistan) and Moving the Goalposts to be awarded.



'In 2009, I met a girl named Becky Nazi in London at the Beyond Sport Summit (an annual global gathering run by the organisation I work for that brings together influencers and innovators from all over the world to discuss the power of sport in communities). She had never been out of Kenya and worked for an organisation called 'Moving the Goalposts', which organises football leagues and teams for the local girls there, and provides health education services. Just 24 years old, I was awestruck by her eloquence, her grace, her insight, her passion. She was inspirational to the hundreds of other people at the conference - who, amongst many other prestigious organisations, represented the UN, the IOC, the US and UK governments. When I think of 'Women of the Future', I think of girls like Becky.'

http://www.huffingtonpost.co.uk/alexandra-chalot/women-sport-and-the-future_b_4106895.html







Strategic goal **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 & her growth

**Training in
financial
management**

**MTG fund
raiser**

4
**board
meetings**

11
**monthly staff
learning meetings**

4
**Hot Topic
discussions**

**support for staff
in pursuing
certificate, diploma
and degree courses**

**annual review
and planning
meetings**

→ Our new approaches in 2014



donations, chopped off and she ran a marathon for charity. Mel raised 1331 GBP. MTG's most precious gifts were from Josie Theobald (10 years old) and her seven year old siblings who didn't want birthday gifts but asked instead for donations for the girls from MTG. They raised 235 GBP.

3000



MTG succeeded in raising 3000 euro through Given Gain for MTG's leadership programme.

Given Gain

With support from Beyond Sport (see elsewhere in this report), MTG ventured into online fundraising. Given Gain is one of the most popular online fundraising forums that allow donations in most common currencies. MTG succeeded in raising 3000

euro through Given Gain for MTG's leadership programme. Two activists were exceptional in their efforts to support MTG. Samina Speirs (picture right) raised 200 GBP with a cycle tour through the steep hills of the South Downs in England. Mel Pennington (picture left, left) organized the Mob Chop. Her dreadlocks got, in return for



Financial Sustainability Programme

MTG was invited by the Ford Foundation to participate in the Financial Sustainability Programme facilitated by Spring Strategies. The aim of the programme was 'to enhance the financial sustainability of civil society organizations in Uganda, Tanzania and Kenya in order to strengthen their ability to realize strategic results in the pursuit of their mission.' MTG participated in a workshop with fifteen

other civil society organizations followed up with support during a six month implementation process. Benefits of the process have been improved skills in presenting MTG's story and MTG's financial position in a graphical way, a more balanced approach in considering MTG's donor portfolio and MTG's first steps in fundraising among the local private sector and the Kilifi County Government.

New staff members

Three MTG participants joined MTG as staff members in 2014:

Annet Mangi, a player and volunteer from Mirihini league field in Bamba, became the Divisional Coordinator for Bahari Division. Annet is responsible for the implementation of all the MTG activities in Bahari, as well as the communication with girls, parents, community members and other stakeholders in the community.



Janet Karisa, in MTG since 2005 (but she played her first match in an MTG school tournament in 2003!) was employed as the coordinator of the Youth Peer Providers programme that MTG runs with support from Planned Parenthood Federation of America. Janet coordinates all the Youth Peer Providers activities and runs the MTG Youth Corner where she gives information about sexual reproductive health, provides counselling and distributes contraceptives. Janet Karisa, aka Confuser Jay, is also a singer/songwriter and a local celebrity. In 2014, she produced the new MTG song. You can hear the song in the East Africa Peace Festival slide shows <http://urlm.in/tdba>

Fathime Hamisi joined MTG as a player in the under 13 year leagues in 2002. She has been part of MTG ever since. She is one of the best players in MTG's history and she is an active Tackle Africa and Football for Water coach. Fathime represented MTG during the Football for Hope festival in 2010. Since 2014 she is working in MTG as a monitoring and evaluation assistant for the Tackle Africa project.



Margaret Tsuma has learned how to play football since she is working in MTG's finance and administration department. Margaret is the accounts assistance and she is an enthusiastic and reliable football volunteer during MTG events.

Our numbers

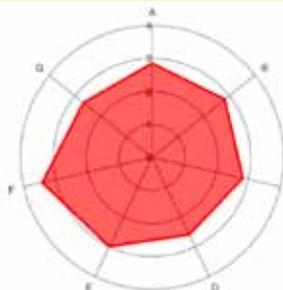
The 7'Cs

MTG can't improve and expand its work if the organizational capacity of the institution does not improve and expand at the same pace. MTG would like to thank all donors and partners for their efforts in supporting MTG to grow as an organization. In the figures below you can see MTG's scores in 'the 7 Cs', a tool that measures organizational capacity, in 2013 and 2015.

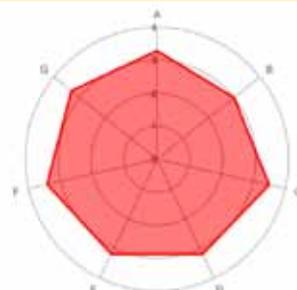
7Cs a tool that measures organizational capacity

The 7 Capabilities:

- A=** Organisational capability to commit to its own actions and act accordingly
- B =** Organizational capability to deliver on development objectives
- C=** Organizational capability to attract and relate to external stakeholders
- D=** Organizational capability to adapt and self-renew
- E=** organizational capability to balance diversity and consistency in operations
- F=** Capability to deliver high quality and safe sports programmes for girls
- G=** Capability to demonstrate impact



MTG's 7 Cs score in 2013: 2,89



MTG's 7 Cs score in 2015: 3,28



Child protection case study

MTG has been participating in the trial implementation of The International Safeguards for Children in Sport drawn up by the International Safeguarding Children in Sport Working Group. The Brunel Centre for Sport, Health and Wellbeing undertook a case study about child safeguarding in MTG. The researcher, Frank Owusu-Sekyere concluded that MTG 'not only possesses a child protection policy, but MTG's utilization of the policy is effective, as they successfully deliver a regulation governed practice, making it a significant asset and a genuine assistance for the work MTG does'. He also concluded that MTG possesses a strong



child protection centred culture and he observed that MTG demonstrates great success at including children in the implementation of its safeguarding practices. He suggested that 'next steps' would be appointing a designate Safeguarding Officer, review the child protection policy from 2012 and align it with the recently launched International Safeguards for Children in Sport, balance the focus of attention of child protection issues, revision of training structures and reaching out to males in the community. Most of the recommendations are scheduled to be implemented in 2015.

Find the International Safeguards for Children in Sport <http://urlm.in/toqp>

Representing MTG

MTG was represented at various international meetings, workshops and conferences:

Women Sport Leadership Academy

The Executive Director, Rachel Muthoga represented MTG at the Women Sport Leadership Academy. Hosted by the Anita White Foundation, the University of Chichester and Females Achieving Brilliance, the Academy brought together women leaders of sports organisations including International sporting bodies, national and international sport governing bodies, government sports agencies, academics and sports for development organisations. The training enabled us to network, learn from the leaders in the industry and work on personal development programmes. Special



thanks to International Inspiration that supported Rachel's participation.

Commonwealth Study Conferences Leaders

The meeting of Commonwealth Study Conferences Leaders is de-

signed to bring together people who are making a difference in diverse industries from building and construction to governance, mining and information technology. It is hosted by the Common Purpose with support from The Prince's Trust and seeks to put the

experience and expertise of the participants to resolve global challenges. At the meeting, Rachel had an opportunity to meet and interact with over 100 global leaders, including Princess Anne and Prince Andrew of the Royal Family.

British Council Study Tour

MTG has participated and been a partner in the implementation of the Premier Skills Programme, a community coaching training by the UK Premier League. The Study Tour had been organized in preparation for an outreach in partnership with the County Government of Bungoma and out of it, Elgon Timz, a football outreach to reduce violence against women and girls in Mount Elgon was born. The Study Tour visited the Premier League Headquarters and the stadia of Aston Villa F.C., West Bromwich Albion F.C. and West Ham United F.C. At the end of the meeting a partnership document and the programme design for use in Mount Elgon was created. This was followed up by a meeting in Mount Elgon, for which special thanks is due to the Governor of Bungoma County, for hosting the team at the Governors office, official residence and in various meetings in the community in the county.

Executive Director Rachel Muthoga also attended the Next Step 2014 Sport for Good Conference organized by Magic Bus in Mumbai, India. She participated in one of the panels.

MTG was represented (as not mentioned earlier in this report) in international meetings, workshops and conferences:

- Dorcas Amakobe, MTG programme manager, presented MTG's learning experience at the Child Safeguarding Conference organized by Save the Children in Cape Town, South Africa
- Harriet Dama, Divisional Coordinator Kaloleni, co-facilitated the sport for development session during the Zunduku Festival, an annual regional festival celebrating the vi-



brant East African diversities in Arusha, Tanzania

- Patience Mwasi, volunteer, participated in the United Nations Sport for Development and Peace Youth Leadership Camp "Camp Sweden" in Stockholm, Sweden
- Doreen Sirya, participated in the Sharefair on Rural Women's Technologies to Improve Food Security, Nutrition and Productive Farming organized jointly by UN Women, the Food and Agricultural Organization (FAO) and the International Fund for Agricultural Development

(IFAD), in collaboration with the African Union Commission (AUC) in Nairobi.

- Dorcas Amakobe and Alice Kariuki participated in meetings and trainings of the streetfootballworld East Africa network.

Did you know?

Chris Harding cycled from Southampton to Lesotho to raise funds for the Stars Foundation (Southampton) and



Kick for Life (Lesotho). Chris was advised by International Inspiration to visit MTG on his way south. Chris met with MTG staff members whom he told about his charity cycle tour. MTG staff members were impressed by his initiative and learned about the fact that people are willing to sponsor someone who wants to raise funds for a charity. MTG staff collected money and gave Chris 5200/= for the two charities. Chris' visit has inspired MTG for the MTG fundraising dribbling event in 2015.



the Beyond Sport Award is the most prestigious price to win for organization using sport for social change, MTG was also offered a winners package.

- Julia Forbes, a professional with marketing and communications

experience in Health, Sport and Entertainment and working for the Canadian Paralympic Committee (CPC) became the Canadian Sport Leader 2014 and was attached to MTG as the Sport Leaders Abroad Program (SLAP) volunteer from the Jeux de Commonwealth Games Canada. Julia helped MTG with its branding, gave suggestions for modernizing the MTG website and she provided training and advise to increase MTG's presence and performance on social media.

- Given Gain mentored MTG to get started on Given Gain, an online fundraising platform. MTG participated in webinars to get started, received individual guidance and was offered an extra project page.
- MTG received a contribution towards the establishment of the MTG Youth Corner at the MTG headquarters (to be opened in 2015). The MTG Youth Corner is a youth friendly centre for MTG girls and the community that provides information about sexual reproductive health, counselling and distributes contraceptives. Two extra youth peer providers were also been trained.

Bonus

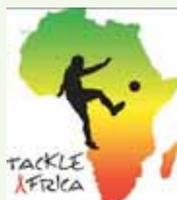
In 2013, MTG won the Beyond Sport Health award. Besides recognition,



MTG wants to thank

In 2014 MTG was supported by:

Laureus Sport for Good Foundation, Football for Hope, Comic Relief (through International Inspiration), DFID (through Women Win), Planned Parenthood Federation of America, Adidas, Football for Water, Stichting Wanawa, Beyond Sport, USTADI, Segal Foundation, Ford Foundation, PACF (through Tackle Africa), streetfootballworld, Imarika Sacco, English Premier League, WASH United, DLA Piper, BBB Health club, Women and Girls Lead Global.



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.

The Kenya Sports for Development Network members (supported by International Sports Alliance) and the streetfootballworld network global and in the East Africa region.



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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- Website: <http://mtgk.org>

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www.twitter.com/MTGKilifi



www.youtube.com/MTGKilifi

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