

2017



MOVING THE GOALPOSTS
ANNUAL REPORT





MOVING THE GOALPOSTS
ANNUAL REPORT 2010



Empowering
Girls Through
Football
Kilifi District,
Kenya

Acknowledgements

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Contents



Moving the Goalposts

Kilifi (MTG)

Background

Moving the Goalposts (MTG) is a football and development organization based in Kilifi district, Coast Province, Kenya. Since inception in 2001, MTG has used football to address gender issues; targeting teenage girls who are in or out of school. MTG also focuses on reproductive health and rights through a peer education programme and supports girls to make informed sexual decisions, take up leadership positions, stay in school, and for those out of school, initiate income generating activities.

Our Vision

A more inclusive, just, and peaceful world where girls' and women's full human rights are realized and protected

Our Mission

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.

Why Teenage Girls in Kilifi?

Adolescent girls and young women in Kilifi district face a combination of gender discrimination and poverty that greatly affects their life chances and opportunities. In Kilifi district 53% of people are "food poor" and close to 70% of the population live in absolute poverty. Gender inequalities exist in all spheres of life and the severity of gender differences in life expectancy, educational attainment and real incomes place Kilifi district among the least developed districts in Kenya. Socio cultural traditions are strongly patriarchal in the Mijikenda community, which predominates in the area (Kilifi District Development Plan 2005 – 2010, p6).

Adolescent girls and young women are severely disadvantaged by lack of education, early and unsafe sexual behaviors, by early pregnancy and marriage and in access to economic opportunities. Despite policy emphases on girl child education and more recently on adolescents' reproductive rights, and their economic development and empowerment, gender disparities remain prominent. Adolescent girls face limited economic opportunities and limited ability to influence public policy and services.





Summary of the Report

Giving girls opportunities – Why Football?

- Football is seen as a man's game. The girl in Kilifi is therefore brought up to believe that there are things (football is one of them) that she cannot do. By playing football, she is proving even to herself that "Yes I can", hence MTG's slogan "TUNAWEZA". – (Kiswahili for We can do it)
- Through football MTG instills life skills: self esteem/confidence, team work, leadership skills, decision making, planning and implementation and management skills
- Playing football in public places allows girls to kick start the change of attitude process as they show parents, teachers, elders, brothers and sisters and even herself that 'Ninaweza!' (I can)
- Issues on reproductive health, gender and the rights of the girl are shared through our peer led health education activities
- The league fields with teams and regular matches provide safe spaces where teenage girls share their experiences and can be reached with other interventions





Foreword from the Board Chair

2010 was a great year in MTG in terms of its growth and change. Early in the year the founder and executive director expressed her plans to move out of the organization after ten years at the helm. Plans were put in place for a smooth transition and the recruitment of a new Executive Director. This year also saw MTG undertake an extensive survey to assess the impact of the programme interventions. This survey was a building on a previous one conducted in 2009. The 2009 results showed that the longer a girl had been a member of MTG, the greater benefit she had experienced in many areas of her life such as an improved ability to identify their own strengths and weaknesses, as well as feeling more prepared to exercise self control and face challenges. In 2010 we were able to follow up 167 girls who also took part in the 2009 survey and get their responses to the same questions. The girls reported more developed life skills in 2010 than in 2009. It is evident that the impact of our interventions is visible in the knowledge and perceptions of the girls and young women that we work with. This was a conformation that we are on the right track.

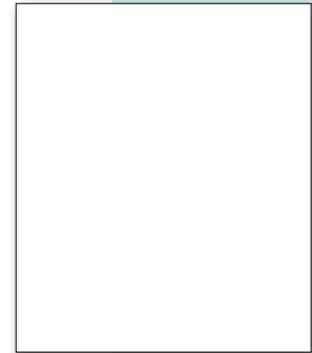
Football is a central part of MTG's strategies and interventions. This year, the football league matches started in March and were officially closed in October; with a total of 2,213 registered players participating in 1216 league matches. MTG also registered the first football team for young women that were not in school. The annual schools football tournaments attracted a total of 25 secondary and 93 primary schools from Kilifi, Ganze and Kaloleni District. Various capacity building sessions were also conducted for the MTG Coaches and First Aiders by the Football Kenya Limited (FKL), Kenya Institute of Soccer Education

(KISE) in partnership with Koninklijk Nederlandse Voetbal Bond (KNVB) and St Johns Ambulance. A key football and networking moment for MTG was during the World Cup in South Africa. A delegation of 11 went from MTG to South Africa and participated in the Football for Hope festival, an official event organised by FIFA and the streetfootballworld network.

Under the peer led health education programme; the methodology of delivering health education sessions became more interactive. Football related games were used to pass on health messages. Dissemination of health messages and peer education sessions were also held during all major tournaments and events. Through the in-school peer education programme a total of 726 girls were reached with health information. Mid this year, a full time staff member was employed to oversee and coordinate MTG's economic empowerment activities. Through the economic empowerment interventions, 15 girls were trained in business skills, 3 girls placed in vocational training institutions and the MTG Savings model prepared and piloted among MTG girls.

As we go forward into 2011, we remain committed to our primary focus on reproductive health and rights; this focus is essential if the Millennium Development Goals related to gender equality, maternal health, HIV and AIDs and poverty alleviation are to be realized. So far, football for girls has been an effective strategy that we have engaged, and will continue with, to realise an improved status for girls and young women in Kilifi District.

Dorcas Kamuya
Chairman of the Board



Dorcas Kamuya
Chairman of the Board





Detailed Report

All activities in Moving the Goalposts (MTG) are organized within around football and the league fields.. It is therefore logical that the 1st Output is focused on Football.

Output 1: Football

The objective of this output is to enable girls and young women to create and benefit from opportunities to fulfil their potential as football players, leaders and organisers of football activities.

Moving the Goalposts: Its all in the football field

Football is the main activity around which all other MTG interventions are implemented. Football gives MTG a unique approach to development and enables the organization to nurture talent among the young girls in Kilifi District. Through football, opportunities to build the capacities of girls and young women to take on leadership roles and practice the acquired skills abound. The football leagues also create forums where health education sessions are conducted as well as serve as an entry point for economic empowerment interventions for young women that are not in school. Playing football enables the girls to find their voice and creates safe space where they can socialize and discuss issues that they grapple with in their daily lives. Football has given identity to the girls in Kilifi District and has become a part of their reality.

1.1 Registration and League matches:

At the beginning of each year, girls register into a league team in a field closer to their village. Registration in league teams started late 2009 and went on into September 2010. Registration is crucial since for any girl to benefit from MTG interventions she must be a registered league player.

The leagues matches, played every Saturday in all the 27 league fields, gave continuity to football. The leagues started in March and were officially closed in October; with a total of 2,213 registered players participating in 1,216 league matches. This year saw MTG register the first team for out of school players.

Clearly, the majority of players are under 20 years; with only six girls being above 25 years of age. Of the 2,019 registered players, girls that were not in school were only 3% (62 girls), yet they are an essential group that can benefit from the MTG programmes as well as play a key role in league field management.

Table 2 Shows Analysis by age, in or out of school girls registered as league players:

| Age group (Years) | Number of MTG members | Percentage of MTG members |
|---------------------|-----------------------|---------------------------|
| Under 10 | 100 | 5% |
| between 10 - 12 | 639 | 32% |
| 13 - 15 | 847 | 42% |
| 16 - 17 | 262 | 13% |
| 18 - 19 | 79 | 4% |
| 20 - 25 | 59 | 3% |
| Older than 25 | 6 | less than 1% |
| Unknown | 25 | 1% |
| Out of school Girls | 62 | 3% |
| In School Girls | 1957 | 97% |



Staff reflections on the low registration of out of school girls led to development of new strategies that could enhance their participation. Staff members noted that among girls that were not attending school, most of them aged between 15-24 years, their greatest needs were around their access to financial independence and education (both formal and vocational), as well as the need to empower themselves to make their own choices. Economic empowerment was therefore used to attract the out of school girls. Each league field was given a target to reach using different mobilization techniques. This entailed home visits as well as awareness meetings at league field level with girls, parents and local leaders urging them to inform out of school girls to register in league teams. We are keen to see the results of these efforts with the registration early next year.

1.2 The Champions League:

The champions' league brought together the winning teams at the divisional levels for finals that also marked the closing of the 2010 leagues. The 2010 MTG Champions were Manchester from Mackion field and Super Star from Mdzongolongi; both from Bahari division. The Champions league is also a time to recognise MTG's top goal scorers and officials. This year the honours went to:

- Lilian Masha from Rare Field
Best Referee
- Elvinah Kahindi from Ganze
Best Coach
- Faith Karisa from Kizurini
Best First Aider
- Furaha Pascal from Mnarani field
Top scorer

1.3 MTG United Teams:

Girls who meet a set criteria and are good football players are chosen to join the MTG

United team. Girl coaches at the field select players for MTG United which is the select team for Under 13, Under 16 and Open Age level. MTG United teams represent MTG in tournaments and leagues outside Kilifi District.

To be selected to play for MTG United a player must be:

- a registered MTG member
- Play in a league with at least three teams and played a minimum of fifteen matches by the selection date
- Have good TIC skills: Technique – she can control the ball and pass well, Insight – she shows willingness to play with others and she has an idea of position play, Communication – she asks for the ball and coaches others
- Be able to play in more than one position
- Play fair, be disciplined and respect others
- Follow the instructions of the coach and referee and not argue with them
- Accept win or loss and always shake hands with players and officials after the match

This year MTG United participated in 9 tournaments across Kenya and Tanzania. The MTG United under 16 team travelled to Moshi Tanzania and won the Fair Play Cup at the East Africa Cup Tournament. While in Moshi the team members were taken through training on: conflict resolution, coaching, laws of the game, 1st Aid and sport injuries, Kicking Aids Out, leadership and Networking.

The Open Age team played in the UNICEF league as well as other friendly matches with Vijana Amani Pamoja (VAP) and Society Empowerment Programme (SEP) teams in Nairobi and Kisumu respectively. The out of school team played its 1st competitive match in Kitale at the TYSA tournament where they reached the semi-finals.



Volunteer opportunities were announced for coaches and assistant coaches for the under 13, under 16 and Open Age teams. MTG coaches at intermediate and advanced level and the girls who were trained by KNVB applied. The following coaches who applied were interviewed and appointed:

- Assistant MTG United Open Age
 - Furaha Pascal
- Head coach MTG United Under 16
 - Grace Kenga
- Assistant coach MTG United Under 16
 - Martha Shaban
- Head coach MTG United Under 13
 - Mercy Mkala
- Assistant coach MTG United Under 13
 - Elvinah Kahindi

1.4 Tournaments:

This year MTG organized tournaments for the secondary and primary schools in Kilifi District. This year was the first time that MTG organized a tournament for Football Clubs. For each tournament a girls' organizing committee was formed.

Secondary School tournament

The organizing and planning for the secondary school girls' football tournament started towards the end of 2009. The finals were held in March 2010. Before the start of the tournament, planning meetings were held with teachers/coaches from the 25 participating schools where the tournament by-laws were discussed. The participating teams were organized in pools, with teachers/coaches from each pool preparing the fixtures. Kilifi Town Mixed Secondary School emerged as the overall winners, unseating St. Johns Secondary School who were the reigning Champions in 2008 and 2009.

Primary school tournament

Ninety-three (93) schools out of a targeted 110, registered for this year's primary

Table 2: MTG United teams matches played, tournaments and results.

| | Team | Number of Players | Number of Practice Matches | Number of Competitive Matches | Name of Tournament | Result |
|---|---------------|-------------------|----------------------------|-------------------------------|--|------------------------------------|
| 1 | U 12 | 16 | 22 | 5 | MYSA | Quarter Finals |
| 2 | U16 | 20 | 18 | 30 | Coca Cola East Africa Cup | Final Quarter Final |
| 3 | Open Age | 20 | 12 | 39 | Mombasa Show SEP (Kisumu) SCOPE (Kilifi) MTG United | Final Winner Winner Final |
| 4 | Out of School | 16 | 7 | 3 | Jamhuri TYSA (Kitale) | Group Semi Final |

Key:

- VAP Vijana Amani Pamoja - Nairobi
- TYSA Trans Nzoia Sports Association - Kitale
- SEP Society Empowerment Program (Oyugis)

schools tournament. The target was not met due to a decline of participating schools from Kaloleni division. It should be noted that organizing the primary schools tournament is a major logistical undertaking as the 93 schools are far apart from each other and some teams do not have adequate budgets to cater for travel costs.

Before the kick off of the tournament, planning meetings were held with the teachers/coaches. Tournament rules were discussed, pooling was done and a coaching clinic conducted. A total of 74 teachers/coaches and 1,674 girls participated. Finals were played in July and Dzikunze Primary School emerged the overall winners; runners-up were Marere and Mnarani Primary Schools.

MTG Football Club tournament:

The first MTG tournament for club teams was held from 7th – 8th November at the Kilifi field. Participating teams were: Bravilian Queens Nairobi, Chrisc Voi, Furaha Ladies (from Kanamai), St John's Community Centre Nairobi and MTG United open age and under 16 teams.



Photos showing teams in different tournaments





MTG tournament Results:

1. Bravilian Queens
2. MTG Open age
3. Furaha Ladies
4. MTG under 16
5. St Johns Community Centre
6. Chris Voi

The Fair play cup was won by MTG United under 16 team.

1.5 Coach the Coach (CTC) and other trainings

MTG works to equip female youth leaders with technical skills in football to enable them take on sports administration roles within and outside MTG. Gaining nationally recognised qualifications is important as it will enable the girls use these qualifications outside MTG. This year several MTG members were trained as coaches, referees and first aiders.

The Football Kenya Limited (FKL) invited two MTG referees for a level 3 workshop in Nairobi. They also facilitated two MTG referee trainings. One of the trainings concluded with Level 3 examinations and 28 referees passed the exam and received

| Type of Training | No. of Times Training Done | Participants |
|--------------------------|----------------------------|--------------|
| 1 KISE Coaching Course | 1 | 11 |
| 2 Basic Coaching Clinics | 4 | 108 |
| 3 School Coaching Clinic | 2 | 100 |
| 4 Advanced Coaching | 2 | 60 |
| 5 Referee Workshop | 6 | 81 |
| 6 Instructors Workshop | 6 | 24 |
| 7 First Aid Clinics | 6 | 83 |
| 8 Referee Meetings | 6 | 42 |
| 9 First Aid Meetings | 6 | 24 |
| 9 | 39 | 533 |

The table shows the type of training and number of girls trained

| | Tournament | Teams | Players | Matches | Winner |
|---|--|------------|-------------|------------|-------------------------------|
| 1 | Secondary School Girls Football Tournament | 25 | 500 | 59 | Kilifi Town Mixed Sec. School |
| 2 | Primary School Girls Football Tournament | 93 | 1674 | 171 | Dzikudze primary school |
| 3 | Club Teams Girls Football Tournament | 6 | 120 | 20 | Bravilian Queens |
| | Total | 124 | 2294 | 250 | |

their certificates. This brings the number of Level 3 referees in MTG to 30.

Trainers from St Johns Ambulance facilitated capacity building sessions for MTG First Aiders. On the invitation of MTG, KISE/KNVB also trained a total of 17 coaches; 11 from MTG and six from other sport for development organizations. Nine participants from the newly established out of school football team were also trained as coaches by KISE/KNVB.

Four coaches were trained in the Wash United Programme that uses football to facilitate behaviour change and give information on the use of latrines, washing hands and safe drinking water.

1.6 Football at Regional Level: Coast Region Mini League

Only two teams from Kilifi county registered to play in the Coast Region mini League; these were MTG United and Action Girls from Malindi. The low registration is attributed to the registration requirements which included:

- Payment of Kshs.2,500 as registration fee which includes membership of FKL
- The team be serious and have ambitions to want to play in the Premier League for women
- The team should be able to cater for their food and transport to participate



MTG United under 16
receiving Fair play cup
from Sarah Forde (MTG
Executive)



in the zonal finals

- Pay 100 kshs per person for a players card valid for 2 years
- Provide 1 passport size photograph per registered player and official

MTG won the cup and an opportunity to play in the Coast Region Mini League finals that were planned for in December. However the finals were pushed to January 2011.

When MTG girls were asked why they wanted to play in Kenya's Premier League this is what they said motivates them:

- I want to show the club and other people that TUNAWEZA
- I'm a good player
- I want to join the national team
- I want to be a professional player
- I want to improve my skills/talent
- I want MTG to be known inside and outside our country
- I want MTG to be the best and I want to be part of it

1.7 Networking and Exchange Visits:

MTG got a lot of attention and visitors because of the 1st World Cup football in Africa and MTG participating in the Football for Hope Festival.

A key football and networking moment for MTG was during the World Cup in South Africa. A delegation of 11 went from MTG to the Football for Hope festival which was an official event organised by FIFA and street football world network. The Festival brought together teams from 32 countries to play a tournament and take part in cultural events over two weeks during the World Cup. Since the teams from each country had to have both boys and girls, MTG had to select boys from the divisional teams in Kilifi. As part of the Football for

Hope Action week, MTG's media strategy paid off as the team was covered on a live interview featured on Kiss FM, articles in the Daily Nation and Coast week as well as news features on Baraka FM, KTN, Visual Works and BBC.

The first days of the Football for Hope Festival were full of workshops and sport activities. This gave the participants a good opportunity to get to know and learn from each other. There were also programmes for the coach, young leader and the delegation leader. One MTG boy and girl participated in a forum where the youth discussed issues like: football for social change, peace, health and challenges for young people in general. MTG's team reached the quarter finals of the Alexandra Cup. In general, participating in the Football For Hope Festival was a great opportunity for the youth from Kilifi District to interact with youth from other parts of the world and share experiences. Upon return to Kilifi, MTG's delegation shared their experiences with their teams back home at an event held at the MTG headquarters.

The MTG United under 16 team visited Hillcrest International School in Karen, Nairobi through an invitation from the school. MTG girls were paired and attached to one Hillcrest student. While at the school, MTG girls joined their counterparts in music, computer, Spanish, Art & Craft, and psychology lessons. The MTG girls introduced themselves in a plenary with many students present where they facilitated sessions on MTG. Girls were also taken through swimming sessions. Then came football. The first match was played against a mixed team of boys and (two) girls. MTG lost to Hillcrest mixed by two goals to one, but won the second match against Hillcrest girl's team by six goals to nil.



Photos showing teams in different tournaments



MTG also participated in the seven aside Sport for Social Change Network (SSCN) tournament in Kibera, Nairobi. The tournament was a good opportunity to meet and learn from other organizations that are members of the SSCN. Similarly, through the Kenya Netherlands Sport and Development Programme (KNSDP), MTG participated in trainings on Coaching, Value Based Sports and Early Childhood Development.

Between June and July 2010, "Field of Dreams" came to Kilifi with three groups of volunteers from the United Kingdom. The UK volunteers were mainly from BBC and were joined by staff members from Google Nairobi. The volunteers taught girls from the school football teams on storytelling, using the internet and how to do interviews. In the evenings, the volunteers showed recorded football matches on a big screen in Mnarani, Bahati, Ganze and Tsangalaweni; reaching 22,300 spectators.

Female spectators were about 30%, male audience 70%.The World Cup final match was shown live in MTG's Mnarani league field. A total of 175 girls, including MTG volunteers and pupils 3 schools in Kilifi were trained as internet assistants. Eight other MTG volunteers were trained on video screening and served as technical crew for the giant screens. The Field of Dreams project was financed by Google and UK Sport.

MTG teams played matches to mark International Days:

- On March 8th MTG team played at the Youth Polytechnic Mkwajuni to mark the International Women Day .
- The under 16 team went to celebrate the African Day of the Child on June 16.
- The MTG United Out of School team was present at the World AIDS Day on December 1.





Output 2: Peer Led Health Education:

Objective:

To Equipping Girls and Young Women with Information and Peer Support in Order to Promote Safe and Fulfilling Relationships:

Overview:

A lot took place under this section. The methodology of delivering health education sessions became more interactive. Football related games were used to pass on health messages. Brief health messages taking as short as 20 minutes were conducted at a football field before a match. Sports for Social Change Network and Wash United contributed to this new change. MTG engaged the services a consulting firm- TICAH (Trust for Indigenous Culture and Health) –to restructure the health education programme and improve the quality of services provided by MTG. Staff members held several sexuality meetings in a bid to appreciate sexuality before offering support to the rest of the girls. HIV and AIDs sessions at work place took place, an initiative started with support from VSO. We worked closely with the Ministry of Health in Kilifi and Kaloleni. Other development partners recognized our strengths and requested MTG peer educators to facilitate health education sessions in events they organized.

Detailed Report

2.1 Peer Led Health Education in Primary Schools

MTG peer educators worked with 7 primary schools once a week for a period of six months. The schools were selected on the basis of their participation in the MTG annual primary schools football tournament. The schools should also not have been supported on health education the previous year. The peer educators conducted health education sessions with a total of 726 girls. The topics covered included: understanding adolescence and its characteristics; menstruation, assertive decision making including postponing sex, what is rape and what to do when raped, STIs, HIV & AIDs, drug and substance abuse, violence against girls and women, stress management, problem solving and goal setting. The sessions were conducted in an interactive way where students are given opportunities to discuss, ask questions and share experiences.

2.2 Peer Led Health Education in League Fields

Like every other organization that works with young volunteer peer educators, MTG has had to contend with a high turnover among this group. Each league field needs to have at least two peer educators so that regular health education sessions can be conducted. However, this was not the case as some trained peer educators moved on to other opportunities. This affected the delivery of the health education sessions in some divisions. For instance in Vitengeni division only two of the 10 league fields managed to have regular health education sessions, while in Ganze and Kaloleni all the league fields had health education sessions conducted. Girls with different medical requirements were referred to medical facilities in the division or district.

Photos showing teams in deferent tournaments:



MTG United Team at Mombasa Show



Under 16 MTG United Team





Table 2.1 Girls reached with health education in MTG league

| Year | Fields | No. Of Girls |
|------|--------|--------------|
| 2009 | 23 | 2,432 |
| 2010 | 19 | 3,114 |

It is interesting to note that despite the fact that fewer field were reached this year, the number of girls participating increased.

2.3 Health Education during Special and Major Events.

Major events in 2010 where health education sessions were also conducted include: the finals of tournaments organized by MTG, Holiday training camps in April and August, league closing championships, Family health days (aimed at bringing medical services closer to the girls), screening of world cup matches through the field of dreams initiative, a VSO football tournament, and during "Tumanyane" days in 9 league fields.

A number of organizations in Kilifi County requested MTG peer educators to facilitate health education sessions during events they had organized. These organizations were: KEMRI (Kenya Medical Research Institute-Kilifi), Plan International, Kilifi. A special request was also made by Mazeras Girls High School and KESHO (a CBO that promotes education by offering scholarships to intelligent children from poor families). These requests are an indicator of stakeholders' confidence in our peer educators abilities to deliver quality health education and information to their peers.

MTG peer educators also refer girls and young to health centres near them for medical services that they may require. In collaboration with the Kilifi District Ministry of Health team, MTG availed VCT services in events organized by the organization.

Through this collaboration 713 people (554 female and 159 male) were counselled and tested in 2010.

2.4 Key events

2.4.1 "TOTOs" peer educators conducted health education sessions in 13 league fields covering the following topics: body parts and functions, washing hands and how to tell a good touch from a bad one. The purpose of these sessions was to make children under 10 years ("Totos") to understand simple health tips and be aware of body contacts that could lead to sexual abuse.

2.4.2 Video Shows

Video shows were used in the league field and schools to reinforce topics covered during health education sessions. Suitable video cassettes were selected, watched and discussed among the peer educators before being shown in a school or a league field. In schools, the videos were shown just before the term ends when learning is minimal as teachers were marking end term examinations. Both girls and boys watched the videos hence reaching a total of ,1881 (955 boys and 926 girls) pupils from 7 primary schools. Video shows in the league reached a total of 2,350 people.

2.4.3 Quiz and Debates Competitions

These were used to build confidence and promote public speaking skills among MTG Girls. Three competitions were organized; one for in-school girls and two for out of school girls. During the competitions, resource persons from Kilifi District Hospital gave talks on health issues and answered questions. A total of 252 girls participated. Competition winners were awarded.

2.4.4 Family Health Days

This year medical services were brought closer to the girls. With support from





medical personnel from the Ministry of Health (MOH) Kilifi and Kaloleni districts, girls were treated for different ailments. Three such events were organized in Kaloleni, Bahari and Vitengeni. Venues were the league fields. A total of 1049 people were reached. (see Annex 4 for more details).

Between 2005 and 2007 MTG peer educators had collected all the questions asked by girls during health education sessions. All

the questions were answered. A booklet with the questions and answers was published. Efforts to distribute the booklet in 2008 had failed because some primary school teachers thought it was “teaching girls bad manners”. In 2009 dialogues with the primary schools indicated that the teachers had misunderstood the purpose of the booklet. In 2010 the booklet was distributed and received in 36 primary schools and in 25 league fields. (This booklet is available upon request).



It is interesting to note the following: More young women were referred for VCT and STIs services in 2010 compared to 2009. There were less referrals for TB and Malaria.



| Year | VCT | PMCT | TB | CCC | HBC | STIs | FP | Malaria |
|------|------|------|-----|-----|-----|------|-----|---------|
| 2009 | 328 | 216 | 272 | 230 | 207 | 759 | 353 | 335 |
| 2010 | 2032 | 134 | 454 | 110 | 237 | 1285 | 228 | 118 |

Key:

VCT Voluntary Counselling and Testing

PMCT: Prevention of mother to child transmission

TB Tuberculosis

CCC Comprehensive Care Centre

HBC Home Based Care

STI Sexually Transmitted Infections

FP Family Planning





Output 3: Economic Empowerment

Objective:

The objective of this output is to promote economic independence among young women. Specifically this output seeks to support girls and young women to:

- *Establish income generating activities*
- *Mobilize personal cash savings*
- *Increase their access to an independent source of income*

Mid this year, a full time staff member was employed to oversee and coordinate MTG's economic empowerment activities. The following activities were implemented within the half year period:

- 15 girls trained in business skills.
- 3 girls placed in vocational training institutions (2 hairdressing & 1 fashion design).
- MTG Savings model prepared and piloted among MTG girls
- MTG established working networks with other stakeholders:
 - i. Ministry of Agriculture (MTG participated in the World Food Day)
 - ii. Equity bank,
 - iii. Kwetu Training Centre,
 - iv. Junior Achievement Company.

Detailed Report

The economic empowerment component had to be carefully integrated into all MTG activities mainly football and health. Criterion was thus developed to guide this. For any girl to benefit from the economic empowerment interventions, she must meet the following criteria:

- The girl must be a registered MTG player in a league team in a league field.
- Must be within the age bracket targeted by MTG but specifically an adult above 18 years old and not in school.
- The girl should be actively participating in MTG activities at their respective league fields. (Registered in a league team and plays league matches, practises, comes for meetings, takes part in organized community service
- Commit to make contribution in cash/ or in kind in the case of vocational training and savings scheme.
- Willing to share skills with others if called upon to do so.

3.1 Vocational Trainings

A needs assessment was conducted with 26 girls that are not in school to establish their individual needs. From the needs expressed, appropriate interventions were identified and implemented. Several institutions providing vocational skills within Kaloleni, Ganze and Kilifi Districts were assessed to determine the quality of skills provided. Over the last six months, three (3) girls were placed in vocational training institutions. Mishi Liwali of Rabai field, a peer educator and Fay Neema Biry of Ganze, Mido field were enrolled for a six months course at Dimples College of Hair & Beauty therapy to gain skills in hair dressing and beauty therapy. This placement is on a cost-sharing basis with the young women's guardians/parents.

Meet Mishi and Fay as they practice skills they have learnt.





Jackline Kathengi, a field leader and a peer educator in Zozo field was enrolled at Mwabanyundo Youth Polytechnic for Tailoring & Dressmaking Grade II as she had already attained grade III. She expects to gain skills in Embroidery, Tie & dye to improve her daily income through her tailoring work. Jacqueline was able to use the extra skills already gained and increased her income during the December 2010 festive season.

3.3 Creation of Awareness

Parents were sensitised on the MTG economic empowerment programme and urged to encourage girls and young women between the ages of 18 to 25 years who have not yet registered as MTG players to do so in the various league fields nearest to them.. Parents were also advised to give guidance to the out of school girls and young mothers as they make choices of vocational skills and viable business ideas.

During the out of school tournament finals, an information desk was set up at the field to provide information on economic empowerment issues. A total of 11 girls visited the desk and received information on the various vocational skills available in the different institutions. Career guidance was also given to those aspiring to pursue professional courses. Others were also sensitised on the importance of engaging themselves in income generating activities. Girls who were not in school were encouraged to go back. As a result one girl has enrolled into a teacher training college.

3.4 Training

A business skills training was conducted where a group of 13 out of school girls participated. All the 13 girls except one were already involved in small

income generating activities. The aim of the training was to equip them with appropriate skills to run their current businesses appropriately and enable them expand even further. The training aimed to introduce participants to a savings scheme as an appropriate source of business start-up and expansion funds.

A resource person Ms. Millicent Mwangi, Lecturer, Kenya Institute of Business Training (K.I.B.T) in charge of Coast Region was invited. The main trainers were the Economic Empowerment Coordinator and the MTG Program Manager. The participants were taken through the following topics; the importance of owning a business, the business start-up process, how to prepare a simple business plan, the qualities of a good, business entrepreneur, record keeping, costing & pricing and sources of business funding.



Ms. Millicent Mwangi, K.I.B.T Coast Region facilitating during the business training.

During the business training, Participants were introduced to the Moving the Goalposts Village Savings & Loan Association model. A savings group was formed. The group started saving as part of the learning process. By the end of the year, the savings group had mobilised a total personal savings of Ksh.19,100. The highest saver Ksh.3,600/- and team savings of Ksh.1,310. The way forward is to train the group members as facilitators who





will then mobilize for formation of similar savings groups in the various MTG league fields. The savings groups in the fields are envisaged to be forums that will attract girls and young mothers to meet regularly and deliberate on issues of their economic development in addition to participating in league practises and matches and other MTG activities.

In November, the out of school team was trained on business skills during their practise days every Friday. Topics covered were similar to those covered in the earlier training. Business motivational talks were given by the Marketing Manager, Equity Bank and the Officer in charge of youth groups. Equity Bank shared about activities the girls could benefit. Two girls opened M-kesho Account (cash transfer service through mobile phone).

3.5 Networking

During the year, the Economic Empowerment Coordinator visited three (3) organisations to learn about their youth empowerment programmes. These are : MEDA a Community Based Organization (CBO) that promotes education amongst children, youth and adults in Malindi District, Kwetu Training Centre in Mtwapa Kilifi and Mifumi Project in Tororo Uganda. From these visits, MTG learnt important lessons that will enhance the economic empowerment of female youth in Kilifi District.

Through the economic empowerment initiatives, MTG girls also had the opportunity to represent the organisation in events and workshops organised by other partners and stakeholders. The following were attended during the year:

The 2010 World Food Day celebrations held on 16th October, at Junju primary school, Kikambala Division. 13 girls drawn from 7 MTG league fields represented MTG

as one of the exhibitors during the annual event. They presented various products such as “mbirimbi” sauce that was displayed by Shully Bakari, dried sweet potatoes & roasted ground nuts by Anastazia Ndali, “Kinolo” (Banana cake) by Esther Baya. This gave the girls an opportunity to showcase their innovativeness and also learn from the other exhibitors. Through this event Shully Bakari was able to turn a skill that she learnt from her grandmother (making “mbirimbi” sauce) into a business idea which she continues to to develop and has even used the profits to start another business. The programme has continued to support her in her new business venture and even invited an Officer from Kwetu Training Centre to give her ideas on how the product can be developed further in terms of improving quality and packaging. During the event, MTG girls also managed to establish contacts with other stakeholders such as the Ministry of agriculture and Equity Bank.

The Junior Achievers Business Expo held at Mombasa Polytechnic University:

A group of 17 girls drawn from all the divisions represented MTG during the Junior Achievers Business Expo held at Mombasa Polytechnic University. This is an annual event by the Junior Achievers Company which aims to impart entrepreneurial skills and financial literacy to the youth. It was a great experience for the girls to go on stage to share with the panel of judges comprising of various company executives and students from high schools in Coast Province about MTG and the various skills they have acquired at MTG. Rachael Tinga, a field leader for Mido field, Ganze led the 9 girls on stage with their beautiful photos exhibiting MTG activities. They displayed such confidence as each girl took turns with the microphone saying her name and what other role she is playing in MTG apart from being a skilled football player. The judges applauded the MTG girls for



The savings group during one of their meetings.



being very courageous and confident on stage. They received a gift hamper of five T-shirts. They also learnt from the various presentations and displays from the various groups; especially how locally available



Rachael and her team of MTG girls on stage.

materials can be used to make handbags, handkerchiefs, bangles, and even shoes. Financial institutions also presented their various products available to the youths.

During the year, two girls from Rabai and Kizurini fields in Kaloleni (Esther Baya and Anastazia Ndali respectively) were supported to attend an entrepreneurial skills training at the Kaloleni Women's Hall on 7th and 8th October, 2010. The training was organised by Kenya Industrial Estate (K.I.E) in conjunction with Kenya Coconut Development Authority, CDF Kaloleni and Kaloleni Youth office. The training was dominated by much older men and women and the two MTG girls were amongst the few youths who attended.





Output 4: Community Service and Role Modeling

The Objective of this output is to provide opportunities and incentives for MTG girls and young women to be good role models for their own benefit and for the benefit of their communities.

This year, the community liaison department played three major roles:

- *Sensitization and mobilization*
- *Capacity building to increase the governance ability of the girls at the league fields*
- *Networking with several stakeholders including parents, teachers, other organizations and government departments to educate them on MTG and how best they too could support the girls.*

4.1 Key objectives that guided implementation included:

- To increasingly involve girls in governance and decision making by strengthening field and divisional coordinating committees, training newly elected leaders in leadership and communication skills.
- To increase girls participation in community and environment activities.
- To help the best volunteer girls stay longer in school
- To mobilize and increase the number of girls actively playing in league fields
- To increase community participation in league and girls rights programmes
- To promote dialogue between girls and their parents
- To lobby and advocate for representation, participation and protection of women and girls rights in the community.

A number of activities were implemented to realize these objectives:

Capacity building of League Fields: elections of league field leaders and committee members, Field committee meetings, Open sharing forums, Field leaders meetings, trainings of field leaders and committee members.

Players: Meetings and exchange visit to Nyeri and Mifumi Uganda

Out of school girls' mobilization: meetings with girls that were not in school, capacity building and football tournaments

Community engagement: Parents meetings, "Tumanyane" days and community service Promotion of Education: career days and tour to Coca cola company in Kikambala.

4.2 League Field Management:

A league field is under the management of a field leader and a field committee. Field committees are organs for planning, decision making and problem solving. Field committees constitute representatives from teams and technical people at the field level. These include: referees, coaches and the first aid providers. The committees hold regular meetings to deliberate on field issues. The leader and the committee members are elected annually. In 2010 the 27 league fields conducted elections democratically through secret ballot. The players in the field suggest names (candidates), each player writes the person she is voting for in a small paper. All ballot papers are collected and counted. The girl with the highest votes becomes the field leader. The process is repeated for all field committee members. Before elections





are held the players are trained by the Divisional Coordinators on the roles of a field leader and the field committee as well as on how to conduct elections. The elections are supervised by the divisional coordinator.

4.2.1 Girls Leadership and Governance:

The field management comprise of the elected field leader and committee members in each of the 27 league fields. The elected girls learn governance and leadership by doing and experiencing it. They therefore implement several activities.

Field committee meetings: These are organized and conducted by the girls. During these meetings issues about the field, such as enrolling players for the leagues including out of school girls, preparing league fixtures, officiating league matches, and ensuring health education sessions are covered, are discussed, problems solved and way forward agreed upon. In 2010 a total of 86 field committee meetings were held; 893 girls participating.

Capacity Building:

League Field Management: The league field is a key management structure of MTG. This structure has to function well for smooth operations and sustainability of MTG activities. The league field is also where the young girls practice all the life and leadership skills that they have learnt. To enable the elected young leaders perform their roles better MTG organized and carried out several trainings. The girl leaders were trained on:

- Decision making (an inclusive way where you include views from the rest of the players)
- Communication skills
- Preparing league fixtures and league standing
- Roles of the leaders and that of the

plays

- Planning, implementing, monitoring and evaluation

Participatory training methods used included organized sharing forums where girl leaders from different fields met to share their leadership experiences. Outside Resource facilitators were invited to give the young leaders skills on participatory rural appraisals (PRA) which they used to engage the players.

Players:

Players Meetings: Players are the reason why MTG exists. The player is included in all activities. In 2010 field leaders, field committee members and divisional coordinators organized players meetings with varied objectives:

- To sensitize players and educate them on the registration process
- To mobilize for elections for field leader and field committee members
- To discuss the kick off of the leagues and go through the league rules
- To mobilize on effective use of field boards and field record books
- Monitoring progress of events in their fields
- Problem solving

A total of 186 players meetings were held with 5,954 players participated.





An example of a **problem solved**

Girls in Kilifi face challenges and playing in the league fields is an opportunity to share what she is going through with other girls. In one league field, one girl took this opportunity and presented her problems with the other girls who already could tell that she was going through some challenges. Her attendance in league matches was poor, her performance in school and even when she found time to play football with the other girls, her enthusiasm on the field was very low. She complained that her father was not allowing her to come and play on the league field and sometimes she had to defy her father's order due to her love for football come to the field and got herself in more trouble.

She confided in her peers on the misery that she felt was overwhelming her. She had lost her mother and now was living with the father and the step mother. Her father is a herder and travels with his animals for a long time and whenever he returns he would hurl abusive words at her. While her stepmother was supportive, she could not intervene but advised her to obey her father's instruction. Her defiance was seen as what kept her in constant contentions with the father.

During the meeting several of the players made suggestions to the aggrieved girl to report the case to the school administration and the Area chief so that the two institutions can address the problem with the father. The girl reported the case to Chief who finally intervened in the case and the girl can now confidently take part in league activities without any fear.

MTG girls show great leadership

On the 4th of July 2010, players from Kang'amboni field while travelling back from a Medical day at Mnarani field in Kilifi were involved in an traffic accident. The girls got minor injuries and most suffered from shock. Parents of the girls remained calm and were very understanding. The hero of the day was the field leader Jacqueline Ruwa who despite the impact, remembered to act very fast. Jacqueline called MTG Office and travelled with the injured girls back to Kilifi District Hospital. Jacqueline was joined by one parent and MTG staff members who saw to it that the girls were attended to at the Hospital.

Exchange Visit to Nyeri:

A team from Matsangoni league field comprising of 15 players, a teacher from Matsangoni Primary School, Divisional Coordinator Bahari and the Community Liaison Coordinator travelled to Nyeri on the invitation of the former Minister for Gender, Children and Social Development, Hon. Esther Murugi Mathenge. The excitement of travelling far away from Kilifi and the experience that goes with it was evident among the MTG girls. From staying in Kilifi town over night to catch the bus to Nairobi, watching wild animals in Tsavo West, along the Mombasa Nairobi highway; the shared trip created lasting bonds between the Matsangoni Players. In Nyeri the girls were received by top



Jacqueline Ruwa





government officials. They had dinner in the Ministers house and were even taken for a tour of the minister's house by the minister herself. The girls won the friendly match against the Nyeri team stamping their authority in the football field. The Kilifi girls became centres of attention and were role models for the Nyeri girls. Upon their return to Kilifi and Matsangoni, the Nyeri experience stories never stopped. Players in Matsongoni increased their participation in all MTG activities. The teacher and the Matsongoni community are now very supportive to the girls.

Parents:

Parents are key stakeholders. It was because of the need to bring parents on board that the community liaison section was created in MTG. Previously, we had challenges with parents who would sometimes not support their daughters to play football or even understand the rights of their girls. In 2010 several meetings were held with the parents.

in helping girls achieve their life potential. With this understanding parents were urged to support their daughters to register as players

Results of the meetings:

- The number of parents that made visits to MTG headquarters and league fields increased. Parents made tremendous contribution by allowing their girls to take part in MTG activities
- Parents provided their girls with required clothes for football practice.
- An increased number of parents paid registration fees for 2011 in meetings, signed the letters for player's invitation to trainings and also signed the registration forms filed in MTG offices.
- Phone calls from the parents to the office and to divisional coordinators making inquiries, follow up and also sending messages of goodwill and support for their girls increased.



Discussions during these meetings included:

- Providing education and moral support for the girls
- Protection of rights of the girl child
- Building capacity of the girls to enable them become productive adults in future for the sake of their community and Kenya.
- Understanding the role of MTG

A total of 24 parents meetings were held with a total of 1260 (916 female and 342 male) parents participating. It was noted however that male parents participation in meetings was low we shall thus mobilize for increased participation of male parents.

"TUMANYANE" meaning let us know each other in the local Giriama dialect.





"Tumanyane" has become a household name in MTG. The girls and parents have embraced this concept such that when a Tumanyane Day is not organized in a field they (parents and girls) ask for it. Tumanyane brings girls, community leaders and parents together and in touch with MTG. Parents have been seen enjoying to kick a football such that when the final whistle blows they are hesitant to leave the field. This experience has changed the views and perception of MTG in the minds of community members. Parents who have taken part in Tumanyane Day are very supportive to their daughters and this has been evident when there is a problem in a league field. Some parents clarify MTG objectives to other parents in meetings.

Purpose of Tumanyane was to:

- Mobilize players to register in league teams
- Address any issue emerging from the community regarding girls and young women rights
- Facilitate discussion around rights and responsibilities of parents and children
- Give parents an opportunity to watch their girls perform and play football and also play football match with their girls
- Create a forum for provision of health services for the girls and the community at large (VCT, Services, and distribution of mosquito nets treatment tabs) in partnership with the ministry of health.

A total of 17 Tumanyane events were held. Participants were 2212 in total (442 female, 191 male and 1579 girls).

Community Service:

Our environment plays a big role in the growth and development of girls and the success of MTG activities. Safe neighbourhood, clean and hazardous free football fields, clean toilets informed the

planning and organizing of community service activities. The activities were conducted by the players at the league fields. These activities give girls an opportunity to create a safe environment, reduce the risks of accidents on league fields, in toilets and a chance to interact with the community informing them of MTG activities and even as a means of mobilizing other girls to play football.

This year community services undertaken included:

- Tree planting activities for environment protection
- Clean ups in public places (market areas), health centres and hospitals
- Visits to orphans and widows and the elderly in the community

A total of 29 community service activities were implemented, with 958 girls participating.

Education Promotion:

To be an all round leader education is essential. To build young leaders MTG support girls to stay in school. Some of the ways we use to keep girls in school include: Motivational talks from role models, placement in secondary schools, Cash awards through the Award scheme, career guidance and full scholarships for secondary school education through partners.

KCPE Performance:

In 2010, 23 girls from league fields scored 300 marks and above in their 2009 Kenya Certificate of Primary Education examination. The girls' performance proved that sports and education can go hand in hand. These girls were given cash awards of Kshs.5,000 to support their enrolment in secondary school. Three (3) girls were given full scholarship through partnering with KESHO, a CBO that focuses in promotion of education in Kilifi district.





Placement in Secondary school:

MTG partnered with secondary schools and parents to keep girls in secondary schools. The schools offered to waive some school levies because they wanted good football players to boost their girls football team, the parents agreed to pay a certain percentage and MTG paid Kshs.5,000. Through this arrangement six girls joined secondary school.

Career Day:

41 girls in secondary school from MTG league fields were supported to participate in the KESHO organized career day. 12 different career centres were in display and the girls had opportunities to discuss with each career centre what is involved to pursue that particular career. An exchange visit to Coca Cola bottling company in Kikambala motivated the girls very much because a lady manager shared her experiences.

Secondary School Girls Meeting:

The meeting was held at MTG meeting hall. 30 girls took part. During the meeting a young girl who had attained a B plain in her form four examination gave a talk and took the girls thorough her journey to success at Bahari Girls. The other Girls got an opportunity to ask questions about her social, classroom activities, sports and examination approach. One girl Faith Karisa from Kizurini league field, who was sitting for her Kenya Certificate of Secondary Examination at the end of the year, took keen interest in the talk and asked a lot of questions. During the meeting, girls shared their end of term report cards

Girls agreed to:

- Play a leading role in recruiting more secondary school girls in the league fields.
- Formed study groups in schools and invite other girls who are gifted in certain areas to give talks.

Out of School Girls Activities:

Some girls in one way or the other are not in school and unable to return to school. Some are young mothers who have completed form four, standard 8 or dropped out of school. These girls are vulnerable. The enrolment of these girls on the league fields has been low. Deliberate efforts were made to increase enrolment of the out of school girls including:

- Meeting and talks from resource institutions
- Football tournament
- Needs assessment to determine their future career goals

The needs assessment revealed the following career interests:

| | Career Choice | No. of Girls |
|----|--|--------------|
| 1 | Teaching – Early Child Development (ECD) | 5 |
| 2 | Hairdressing | 7 |
| 3 | Tailoring and dress making | 8 |
| 4 | Business | 2 |
| 5 | Community development training | 4 |
| 6 | Referee | 1 |
| 7 | Coach | 1 |
| 8 | Lab technology | 1 |
| 9 | Health work | 3 |
| 10 | Tour guide | 3 |
| 11 | Driver | 1 |
| 12 | Secretarial and IT and computer use training | 2 |
| | Total | 38 |

A one day training was organized for the girls that are not in school covering the following topics:

- C-V writing
- Official letter writing
- Public speaking and presentations
- Formation of committee for out of school girls

A committee of five girls and three ex-officio members was formed.



Output 5: Organizational Management and Development

Objective:

To Develop MTG as a strong and sustainable Organization with girls and young women actively involved in management, well defined internal regulations and a diverse and strong financial base:

5.1 Monitoring and Evaluation:

To be a sustainable organization you have to show proof that you are making a change into the lives of the target group. Change takes a long time to happen. Below is some indication that change is happening:

What's the impact of Moving the Goalposts?

Executive Director, Sarah Forde, with some interesting and robust evidence

MTG has been in existence since 2001. Since then, the organization has touched the lives of more than 3000 girls. It is only right that we turn our gaze inwards and establish the impact we are having through our interventions.

MTG has now carried out two comprehensive annual member surveys – in September 2009 (333 girls) and in October 2010 (394 girls). The surveys were carried out by our volunteer peer educators, who were specially trained in data collection before going out to 15 football fields across Kilifi district. Both surveys used 57 questionnaire items selected from the Laureus Sport for Good Foundation Monitoring and Evaluation toolkit. Each item asked for the level of agreement with a statement such as 'I feel happier since I joined MTG' and 'I

stick at things and try hard until I succeed'. There were five possible responses to each item, ranging from 'strongly agree' to 'strongly disagree'. We worked with research colleagues at Royal Holloway, University of London who carried out detailed statistical analysis of the data.

The 2009 results showed that the longer a girl had been a member of MTG, the greater benefit she had experienced in many areas of her life. However, on its own the 2009 survey was a cross-sectional study and could not tell us statistically whether individual girls tended to experience increased benefit over time. In 2010 we were able to follow up 167 girls who also took part in 2009 and get their responses to the same questions. This tells us whether there is a real change in a particular direction from one year to the next. MTG is the only sport for development project we know of that has tracked annually such a large number of members, to find out about their changing views on a broad range of intended benefits.

Overall, the mean (average) scores improved for all the 21 scores (some were in sets) we examined. Because we carried out comparisons between 21 different outcomes from 2009 to 2010, we used the strictest statistical procedures, in which we only claimed that a change was 'statistically significant' ie could be attributed to MTG, if the probability of the change in scores



was less than 0.002. In other words, there was only a 0.2% possibility that the change could have happened by chance. So these are very robust findings.

If we remind ourselves what MTG's purpose is in the 2008 – 2010 strategic plan we can see how this survey measured the impact of MTG:

MTG's purpose: To provide girls and young women with opportunities to develop important transferable life skills (a group of psycho social and interpersonal skills, such as confidence and self efficacy, which may help people to lead a healthy and productive life) knowledge, and resources (social support, leadership awards, economic opportunities) through participating in, developing and managing women's football and associated health, education, community and small business initiatives.

Below we can see which outcomes changed the most in a positive direction because they satisfied this very strict criterion:

Life Skills: These are important skills for adult life, which MTG aims to develop, through involving girls in football and coaching activities. The girls reported more developed life skills in 2010 than in 2009. The nine life skills questions that made up this score covered being able to identify your own strengths and weaknesses, deciding on short and long-term plans, taking advice from those with experience, being well-prepared, enjoying challenges, perseverance and self control.

Working Well with Others: This was based on increased agreement with the statement 'MTG has helped me to work well with other people'. This is often a benefit that is attributed to playing team sports such as football.

Positive Body Language: The girls believed that their body language portrayed a more positive attitude in 2010 than in 2009; this included walking tall, showing they cared about themselves and looking confident. Interestingly, there was no real change in their beliefs that they 'presented themselves well'. Their scores for this in 2009 were already very high and there was little room for an increase in 2010.

Speaking: Girls are encouraged to participate actively in meetings at MTG, as well as getting involved in playing football, when they need to listen to their coach. The four items in the speaking score concerned speaking in a range of contexts – knowing when to speak, when to be silent and what to say; explaining to others one's goals and ambitions; adjusting how one speaks to different people and presenting information to others.

Social Life at MTG: Retaining members in MTG is important in developing coaches, peer educators and organisers and in providing positive role models for the younger members. Girls only continue to attend if they enjoy themselves and feel they belong. Perceptions of social life at MTG were measured with four items: that MTG helps you to meet people, make good friends and build a network of contacts, and that you feel part of the MTG community. It is not surprising that these views increase in strength from one year to the next. A limitation of this finding is that those who did not have such a positive experience of membership may have stopped attending MTG between the two surveys.

A plan for M&E in 2011 must be to actively follow the girls who filled the survey in 2009 but not in 2010 to find out their reasons for not participating in 2010. This will give guidance to MTG on retaining members, community engagement and





a greater understanding of girls' decision-making around being in MTG.

MTG and HIV/AIDS: The sexual health education led by peer educators is an important feature of MTG's work, which includes learning new ways of thinking about people with HIV/AIDS as well as encouraging members to be more empowered in their sexual relationships. The impact of MTG on beliefs about HIV/AIDS was measured with five items: understanding how people are infected, talking about HIV/AIDS to others, increased confidence to refuse sex, treating those infected with respect and knowing how to stop oneself from being infected. The scale score increased significantly from 2009 to 2010.

And which scores showed the least change from 2009 to 2010?

What do we need to work on?

Our monitoring and evaluation efforts are not just to prove we are doing well or to show that our programmes have significant benefits for girls. They are to let us know where we could improve and where we should direct more of our efforts to achieve our aims in the coming years.

The areas in which we did not find significant improvements from 2009 to 2010 were: the belief that girls have as many career choices as boys of the same age; that parents will decide who and when one will marry; that it is embarrassing to play sport during one's period and perceptions that friends and family hold negative views of MTG.

The gender issues of career choices for girls and women and the custom of parental choice of marital partner and when to marry are complex cultural issues. However, as far as career choices are concerned, many senior members are now starting to be employed and they provide realistic role models for younger

members. Additionally, MTG's economic empowerment programme will give older members advice, training and the confidence to set up their own businesses. Choice of marriage is a rights issue for women and the Bill of Rights in Kenya's new constitution provides an opportunity for women to claim those rights. Now may be the time and climate for MTG to take a more rights-based approach in its programmes.

Embarrassment about playing sport during ones menstrual period is a feeling that is not restricted to girls in this part of the world, but it is exacerbated by that fact that sanitary protection is too expensive for many Kenyan girls. MTG's social enterprise to market and distribute affordable sanitary pads is still at the business plan phase but could have the potential to reduce some of these problems experienced by girls.

Finally, perceptions that friends and family hold negative views about MTG did not change from 2009 to 2010, despite increased efforts on the part of the organisation to engage with parents and local communities through its community liaison programme. Changing attitudes is a long term project and needs very clear outcomes and strategies which MTG is continuing to fine tune.

To conclude, these survey findings are extremely important in shaping the content of MTG's next strategic plan for 2011 to 2015 and in providing robust, statistically significant evidence of the impact of Moving the Goalposts. We will continue to utilise the Laureus M&E tool kit alongside other, more qualitative M&E tools to monitor the impact of MTG.

We are very grateful to Alison Woodcock from Royal Holloway, University of London for her research expertise in the analysis of the data.





5.1.2 M & E Sharing Forum:

A sharing forum with partner organizations in sports and development was organized. 15 organizations participated. Forum dates 21st to 23rd July. Among the information shared was on Community Mobilization and Peer Education. The participants also shared the different tools that they use in their organizations to monitor and evaluate. Popular M & E tools mentioned include: photography, case stories, questionnaires, focus group discussions. Participants played football matches with the girls and were taken through a reproductive health sessions. Participants visited the holiday town of Malindi and touched base with history by visiting historical sites: Vasco Dagama pillar.

photo of joel condom)

5.1.3 Photography:

There is no way to tell a better story than a photograph. In 2010, a photography club "Tazama" (meaning look/see) was established. Two photography trainings

were done. Participants were some staff members and volunteers.

The trainings covered:

- How to handle a camera
- Types of photographs
- Features of photograph
- Contrast
- Functions of different structures in a camera

A photograph exhibition was done. Staff members, volunteers were taken through several photographs that had been taken by the "Tazama" club members. See the photographs at the end of this report.

5.2 The MTG Board

An institution is made strong by the structures it has. In MTG one of the strong structures is the advisory board. Planned regular meetings were held to map out a way forward for MTG including strategic thinking for 2011 – 2015 because 2010 marked the end of 2008 – 2010 Strategic Plan. The board members played a crucial



MTG Data Collectors





role in developing a transition plan as the current executive director, who is also the founder member (Sarah Forde) had given notice to resign.

5.3 The Building:

The construction of the MTG headquarters in Kilifi is almost complete. The ground floor and 1st floor complete. The building includes a spacious training hall that has saved the organizations money used to hire conference halls. We have hired the hall to other organizations generating some income. The room at the western side is complete. This room is the resource centre (Safaricom Foundation). (See picture)

5.4 MTG Development Model:

With funding from KCDF, we have been able to document the MTG Development Model. The model, once complete will be shared with development partners and other interested partners working with female youth.

5.5 Networking

To grow you need to network closely with like minded organizations and individuals. MTG in 2010 played a facilitative role in the several networks:

- Sports for Social Change Network. (SSCN) MTG was among the top organizations.

- The Kenya Netherlands Development Project (KNSDP) MTG co facilitated during an M & E training.
- We were also very active in the YDF Streetfootballworld network with two of MTG staff members taking up leading roles.
- Health Action Group in partnership with DSW

In Kilifi District MTG actively participated in several forums and meetings:

- Kilifi and Kaloleni District Health Stakeholders forum
- Kilifi District Development Committee
- Area Advisory Council – This is headed by The DC, Kilifi and is for the purposes of child protection.

5.6 International Forums:

In 2010 MTG was represented in several forums nationally and internationally:

In February 2010, MTG presented a paper in the 4th Conference on sexual health and HIV & AIDS held in Addis Ababa Ethiopia. MTG was represented by 4 members; two board members; Dorcas Kamuya the Chairperson of the MTG Advisory Committee, and Betty Bundotich, a member of the accounts sub committee as well as two staff members; Margaret Belewa, (Programme Manager) and Ms. Lidya Kasiwa (Coordinator Health Education). This conference was an opportunity for immense learning and reflection for MTG.



Tunaweza



MTG

KILIFI KENYA





IWG SYDNEY 2010

WOMEN: PLAY/ THINK / CHANGE 5TH IWG WORLD CONFERENCE ON WOMEN & SPORT

This conference was held on 20 – 23 May, 2010 in Sydney Australia. The programme manager – Margaret Belewa with partial support from Women Win travelled to Australia and presented a paper entitled “Building youth (Girls) Leadership skills through Football”.

A conference on sport is not complete until sporting activities are done. One day was set aside for this.



IWG Sydney 2010 Opening ceremony

The Laureus Sport for Good Foundation Summit:

The football coordinator represented Moving the Goalposts on the summit organized by Laureus in Johannesburg, South Africa.

M & E Dissemination Workshop – Cape Town South:

Sports and Development is an area that has attracted a lot of research. Prof. Fred Colter with support from UK Sport and Comic Relief carried out a research on _____. The Programme Manager with co-funding support from UK Sport participated in the dissemination meeting in Cape Town South Africa. Another objective was to discuss funding strategies with UK Sport.

Capacity Building Staff Members:

An organization is made strong and sustainable by its staff members. In MTG the need to build the capacity of staff members is even more crucial given the fact that majority of the staff members are young and in their 1st jobs. Several trainings including exchange visits were thus carried out in 2010:



Delegates from Africa including Rachel N. Mayanja, (grey skirt suite) the UN Assistant Secretary General, Special Adviser on Gender Issues and Advancement of Women who is a Ugandan.



1.0 Trainings Organized by MTG

1.1 5 Divisional Coordinators and 6 Divisional volunteers were trained.

Objectives of this training were:

- To develop a Training guide for Training Divisional Coordinators
- To equip Divisional Coordinators with skills of working with groups and individuals
- To build a team of community mobilizers that can support and build strong field leadership
- Build the team to understand MTG, goals objectives and strategic areas.
- To build planning, presentation and organisation skills while working with teams and fields.
- Effective communication and skills in conducting effective meetings.



After this training divisional Coordinators and divisional volunteers demonstrated skills in facilitation and presentation as observed during talks and speeches made during players, parents and field leaders meetings.

1.2 Participatory Rural Appraisal Approaches training

Six (6) staff members were trained on the use of PRA (Participatory Rural Appraisal) tools such as resource mapping, "chapatti" diagram, problem tree. The training was done in 3 phases; with the first phase exposing them to the PRA tools. The 2nd phase involved being supervised as the staff members applied these tools during their facilitations in the league fields or meetings. The 3rd phase involved coming together to share experiences and issues clarified. Each staff members

was given a participation certificate.

The training gave participants additional skills on conducting or facilitating the Participatory Rural Appraisal tools effectively with partners, target beneficiaries and community members. The participants organized practical activities in the league fields with support from the consultants.

1.3 Community Mobilization and Facilitation Skills

A resource person with versed experience in community mobilization and facilitation was engaged. The resource person spent a week with each divisional coordinator identifying gaps and advising how such gaps could be addressed. Time was again spent discussing these gaps with each staff member. The divisional coordinators appreciated this because some realized even the small things (facial gestures) matter when addressing community issues. The report will form the basis for addressing individual staff members training needs.

1.4 Professionalism at Work

A management consultant was engaged to train all staff members on how to be a professional at work: Time management, Use of memory aids, Team building, Reliability and communication skills were also covered.

An organizational human resource manual was prepared. A draft Financial Manual was also prepared. A Staff appraisal system was put in place and staff members were appraised.

1.5 Departmental trainings

All Divisional coordinators were trained in their roles by their immediate supervisor



(Community Liaison Coordinator). Field visit to support each divisional coordinator were done.

2.0 Participation in Trainings Organized by Other Organizations

2.1 Advocacy Training:

Two staff members (The Community Liaison Coordinator and a divisional coordinator) took part in Healthy Action Seminars organized by DSW (German Foundation for World Population).

MTG was sensitized on embracing advocacy on reproductive health needs of the youth. MTG was identified to play the following roles in the Healthy action coast Chapter,

- Mobilize girls for SRH/Civic education and participation in edutainment activities.
- Enhanced policy advocacy in Coast province through district health forums and other avenues for better health service provision for their target, the girls.
- Monitor government actions towards advocacy issues raised at the above forums

The Divisional Coordinator learnt advocacy skills

2.2 Proposal Writing, Communication and Branding Training:

YDF funded by the German Government and implemented by the German Technical Co-operation (GTZ) supports existing youth development initiatives. Two staff members participated in trainings organized by YDF'

After the trainings the staff members developed a proposal that was funded by YDF. They also drafted MTG Communication

Strategy which is under review and will be adopted once complete.

3.0 Exchange Visits

Eleven (11) staff members visited Mifumi (an NGO based in Tororo Uganda that uses grassroots approaches to advocate for human rights with the main objective of stopping domestic violence against women and children) where they spent four days visiting and holding discussions with staff members, the police, Mifumi Primary school, the dispensary and the economic empowerment project. During the visit it was evident that Mifumi has been successful in involving community members to monitor and report cases of domestic violence. The Mifumi target community has been highly sensitized on violence against women and children and have been able to take up the issues through the intervention programmes built around the local leaders and the police department. The programme has facilitated an active help desk that responds to distress calls from women and children. Through the Movement building Men Mifumi is engaging men in the fight against violence on women and children

Resource Mobilization:

In 2010 we received a lot of support from individuals and institutions who funded almost all of MTG programme interventions and the construction of MTG headquarters.

Donations

- Two visitors from Europe donated ten shirts.
- From the Netherlands fifteen different ING shirts were donated to MTG







- Rianne Smits collected about fifteen pairs of football boots, three balls and a set of (eight) uniforms from her futsal team in the Netherlands. The shoes were brought in by various visitors.
 - A Wanawa sponsor gave money to make goalposts for the new MTG seven aside field
 - Clothes from various individuals in Kilifi for the Football for Hope Team to SA
 - Key holders, juice and biscuits from Sony graduates/visitors
 - Berkeley University sent forty shirts and three pairs of socks.
 - Through Alive and Kicking MTG was given 37 Arsenal tracksuit trousers.
 - Individuals donated cash for air tickets for the Football For Hope team to S.A.
- Equipment from Field of Dreams and Streetfootball

Major donors included:

- The Ford Foundation
- The Safaricom Foundation
- USAID through Family Health International (FHI) Coast
- Kenya Community Development Fund (KCDF)
- Embassy of Denmark
- Streetfootball World
- Football for Hope
- Women Win
- Laureus Sports for Good Foundation
- UK Sport
- Alistaire Berkley Trust (MTG UK)
- Buckee Trust

Looking forward

by **Sarah Forde**,

Outgoing Executive Director and Founder Member

2010 has been my last full year as the Executive Director of MTG and this report shows what a busy year of growth and innovation it has been. For 2011 we are looking forward to finalizing the strategic planning process that we started this year with a review process that involved interviews with MTG Kenya board members, staff, volunteers and girls as well as external stakeholders. The findings of the review process were discussed with staff and board members in December 2010 and will greatly influence the direction that MTG will be taking over the next five years (2011-2015).

This year, much of the MTG board's work involved preparing for the transition of the Executive Director. As I make my exit after sewing the seeds of the idea for MTG way back in 1999 we started the recruitment of a new Executive Director and developed a transition plan. As part of the handing over plan, I will be staying on until the end of August 2011 on part-time basis to support the incoming Executive Director. I look forward to 2011 being another good year for MTG with success for girls from Kilifi both on and off the football pitch.

Sarah Forde



Annexes

League Detailed Results:

| 2010 Open Age leagues | | | | |
|-----------------------|----------------|-------------------|-------------------|-------|
| | Field | No 1 | Topscorer | Goals |
| 1 | Ngamani | Arsenal | | |
| 2 | Bahati | - | | |
| 3 | Mdzongoloni | Super Ladies | Sara Charo | 15 |
| 4 | Matsangoni | Matsangoni United | Amina Randu | 4 |
| 5 | Mnarani | Moons FC | Amina Fondo | 5 |
| 6 | Mackion | Manchester | Grace Kenga | 11 |
| 7 | Mido | Ganze FC | Elvina Kahindi | 13 |
| 8 | Silala | Lion | Elizabeth Kazungu | 13 |
| 8 | Zozo | Umeme | Mariam Charo | 6 |
| 9 | Rare | Nyota Ndogo | Gladys Kazungu | 8 |
| 10 | Petanguo | Amani | Charity Peter | 6 |
| 11 | Malomani | Hopes | Sanda Nyule | 7 |
| 12 | Tsagwa | Junior | Asmaa Ali | 7 |
| 13 | Vuga | Striker FC | Selina Ngolo | 5 |
| 14 | Rabai | Wembe | Riziki Joseph | 5 |
| 15 | Kadzongo | Chelsea | Mishi Kipawa | 6 |
| 16 | Mariam Kalume | 6 | | |
| 17 | Kizurini | Queen Stars | Shemima Kahindi | 5 |
| 18 | Dida | - | | |
| 19 | Bale | Saba Saba | Susan Makupe | 3 |
| 20 | Mrima wa Ndege | Sungura | Maureen Katana/ | |
| 21 | Sharon Katana | 9 | | |
| 22 | Dzikunze | Limpopo | Damaris Ngua | 13 |
| 23 | Ndugumnani | Upendo | | |
| 24 | Vitengeni | Simba | Zawadai Hare | 4 |
| 25 | Madamani | - | | |
| 26 | Mitsedzini | Umoja ni Nguvu | Tamaa Kahindi | 4 |
| 27 | Kang'amboni | Stars | Mercy Mwandoro | 8 |
| 28 | Kafuloni | Eleven Stars | Jumwa Kenga | 3 |





Results for under 10 leagues

| Field | No 1 | Topscorer |
|--------|-------------|-----------|
| Tsagwa | Black Mamba | - |
| Vuga | Manchester | - |

Results of U13 League 2010

| Field | No 1 | Topscorer | Goals |
|-------------|--------------|--------------------|-----------|
| Ngamani | Lion | - | |
| Bahati - | - | | |
| Mdzongoloni | Super Star | Mariam Samini | 13 |
| Matsangoni | Black Burn | - | |
| Mnarani | Coast Junior | Faith Samuel | 7 |
| Mackion | Everton | Mwanamkasi Bendera | 6 |
| Mido | Young Stars | Rehema Jeffa | 3 |
| Silala | Young Stars | Mary Pembe | 10 |
| Zozo | Zozo Junior | Maria Karisa | 6 |
| 9 | 8 | 6 | 45 |



Number of girls reached with health education during special and Major events organized by MTG or other Organizations:

| | Organization | | Event | No of Schools/ Events /Times | No. of People/Girls Reached |
|---|----------------------------|---|---|---------------------------------|-----------------------------|
| 1 | Moving the Goalposts (MTG) | 1 | Primary School Girls Football Tournament | 32 | 726 |
| | | 2 | Secondary Schools Girls Football Tournament | 9 | 176 |
| | | 3 | League Closing Championship | 1 | 180 |
| | | 4 | Tototo Health Sessions) (girls below 10 years old | 13 | 888 |
| | | 5 | Sokoke Camp | 1 | 116 |
| | | 6 | Kilifi Township Camp | 1 | 99 |
| | | | Sub Total | | |
| 2 | Mazeras Girls High School | 1 | | | 30 |
| 3 | KEMRI Kilfi | 1 | | 7 | 1784 |
| 4 | Plan International< Kilifi | 1 | | 2 | 80 |
| | TOTAL | | | | 4079 |



Family Health Days: taking medical services closer to the girls

| | Medical Service | No. Treated/Tested |
|----|--|--------------------|
| 1 | VCT | 153 |
| 2 | ENT (ear, nose&throat) check up and treatment | 180 |
| 3 | Dental Services | 69 |
| 4 | Tetanus Immunization | 4 |
| 5 | Vitamin A supplements | 9 |
| 6 | Family Planning | 5 |
| 7 | Upper Respiratory treatment | 159 |
| 8 | STIs | 23 |
| 9 | Wounds | 2 |
| 10 | Bilharzias | 3 |
| 11 | Tonsillitis | 2 |
| 12 | Malaria | 8 |
| 13 | Pneumonia | 9 |
| 14 | Skin diseases | 29 |
| 15 | Diarrhea | 1 |
| 16 | Other treatments (curative services) | 350 |
| 17 | Talks were given on: Breast & Cervical cancer and STIs | 37 |
| 18 | General counselling | 6 |
| | Total | 1049 |





