

Moving The Goalposts  
Annual Report 2011

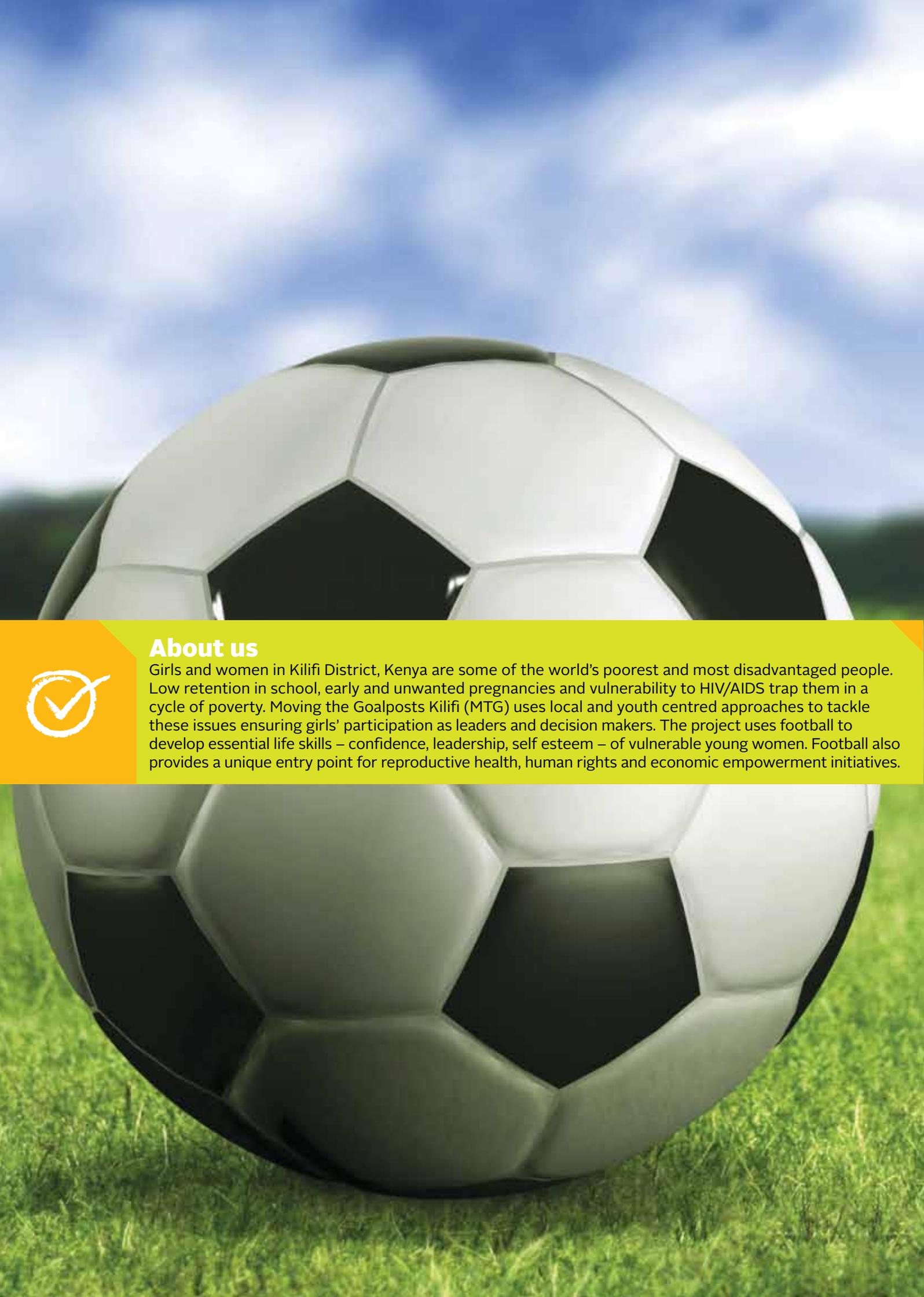
2011



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ANNUAL  
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## About us



Girls and women in Kilifi District, Kenya are some of the world's poorest and most disadvantaged people. Low retention in school, early and unwanted pregnancies and vulnerability to HIV/AIDS trap them in a cycle of poverty. Moving the Goalposts Kilifi (MTG) uses local and youth centred approaches to tackle these issues ensuring girls' participation as leaders and decision makers. The project uses football to develop essential life skills – confidence, leadership, self esteem – of vulnerable young women. Football also provides a unique entry point for reproductive health, human rights and economic empowerment initiatives.

# Moving the Goalposts Kilifi



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, Kaloleni and Ganze district. MTG's goal is to have a more inclusive, just and peaceful world where girls' and women's human rights are realized and protected. It uses a rights based approach and focuses primarily on sexual and reproductive rights, health and choice.

More than three thousand girls (aged 9 – 25 years) participate in MTG's tournaments and ongoing leagues. Girls are encouraged to take up leadership roles in their (football) community.

The peer led health education program gives girls opportunities to learn about their rights and to claim them. It gives girls health information and assists them through one-to-one counseling. The economic empowerment program aims to improve young women's livelihoods. MTG works with stakeholders in the communities and other partners in and outside Kenya.

MTG is recognized as an innovative and unique sport and development project for girls and young women.

The year 2011 was a special year for Moving the Goalposts. It was the year in which the founder and Executive Director Sarah Forde

left the organization. As she said: "When I told people I wanted to leave MTG many said to me, 'You can't leave, MTG is your baby,' but, now MTG is a teenager. That MTG teenager needs different guidance now, it needs more people to help it grow and it belongs to girls in Kilifi. I feel I have done what I can for MTG and I am ready for new challenges." (read more on page ...). The MTG teenager was left under the care of the new Executive Director Alice Wekesa and a new strategic plan was developed with all who are involved in MTG. As a teenager a new direction was necessary MTG is moving from a "needs based approach" to a more "rights based approach:

## MTG's goal is



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

## 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 guiding principles are

- Football for girls is central to MTG's approach, strategies and interventions.
- We believe that the essentials for football success (team work, fair play, acceptance of winning and losing) foster attitudes that promote integrity, honesty, responsibility, focus, decisiveness and enhance girls' ability to take on leadership roles
- Our approach is grounded in the belief that girls are at the core of all MTG does as active and able agents of change
- Our work is driven by the belief that girls are entitled

to reach their full potential in all aspects of life and should therefore enjoy equal rights and opportunities

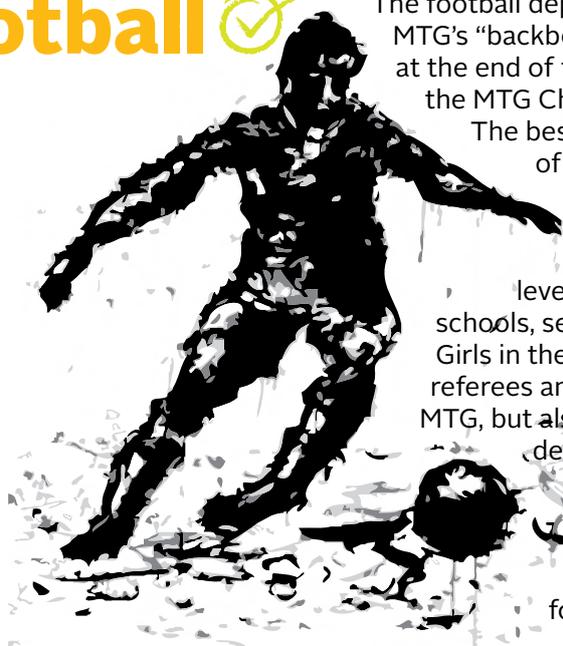
- We believe a rights based approach is the most effective approach to use to strengthen the voice, impact and influence of girls and women in society. Central to a rights-based approach to development is the respect, protection and realization of human rights.
- We focus primarily on sexual and reproductive rights, health and choice because these are central to the lives of girls –and young women.
- We believe that strategic collaboration and active

engagement with community based stakeholders groups accelerates transformative change

- We are committed to communicating with community stakeholders in ways that promote opportunities for learning and new ways of thinking and acting.
- We acknowledge and respect diversity on the basis of physical ability, sexual orientation, ethnicity, religion, both within our organization and programmes
- We understand the world is changing constantly and we need to respond in creative, innovative and vibrant ways.

# Four programmes work integrated towards MTG's goal

## Football



The football department makes sure that the MTG football leagues that are MTG's "backbone" and run from March until October are played. And that at the end of the year the Champions of all those different leagues play in the MTG Champions League so that we can crown our Champions.

The best MTG players, not only in football skills, but also in terms of attitude and role modelling are selected in one of our MTG United teams for the open age, the under 16, the under 14, under 12 or out of school team. These teams represent MTG in leagues and tournaments at the highest level. MTG organizes annual football tournaments for primary schools, secondary schools, special schools/units and club teams. Girls in the MTG league fields select peers who are trained as coaches, referees and first aiders. Some of these girls are not only leaders in MTG, but also take up positions in the football association. The football department works towards making critical contributions in developing national guidelines for coaches and it addresses sexual harassment and other issues affecting girls in sports so that sports will be a safer place for girls. It also promotes sound standards and ethical practices within women's football (including reducing age cheating).

Activities	Players	Teams	Matches	Winners/Best result
Open age leagues	1322	93	845	Mnarani Stars (Mnarani)
Under 13 leagues	849	86	618	Olive Stars (Silala)
Under 10 leagues	310	36	299	Brazil (Kang'amboni)
MTG United open age team	20	1	25	Number 4 in the Kenya Women Premier League 2011
MTG United Under 16 team	20	1	8	Third position in East Africa Cup, keeper concede least goals, players in the Premier League
MTG United Under 14 team	20	1	2	Three girls selected in a team that went to Germany
MTG United Under 12 team	16	1	4	Quarter finals in MYSA tournament
MTG Out of school team	20	1	8	
MTG Primary school tournament	2047	89		Nyari primary school
MTG Secondary school tournament	759	33	53	Kilifi Mixed secondary school, a special school participated
MTG Special school/unit tournament	150	16	10	First time organized, Kizurini mixed was the winner
MTG club tournament	180	10	18	Olympic Secondary School

Girls trained	Number of girls trained	Best official	Achievement
Coaches	109	Wilma Kazungu (Chanagande), Amina Fondo (Mnarani), Mahenzo Mae (Malomani), Nuru Changawa (Nudugmnani)	Girls coaching MTG United in the Kenya Women Premier League 2011
Referees	97	Millicent Fikiri (Mido), Santa Kombe (Matsangoni), Rocelyn Kenga (Ndugumnani), Jescar Baya (Kizurini), Pendo John (Mnarani)	Girls officiating in FKL and ballgames
First aiders	102	Saumu Kenga (Chanagande), Zawadi Hare (Vitengeni), Santa Hare (Silala), Grace Kazungu (), Furaha Dandasi (Rare)	
Kicking Aids Out!	27	n/a	Girls started giving sessions in their fields



**New in football in 2011 was :**

- The inclusion of girls with a disability in the programme.
  - MTG organized five events for schools in Kaloleni and Bahari where girls with disabilities participated in football and peer education activities. Sign language and disability awareness trainings for MTG girls were introduced.
- Introduction of the Kicking Aids Out! curriculum in MTG, that combines football activities with information sharing about HIV & AIDS. MTG also joined the global Kicking Aids Out! network



# Community Liaison

The Community Liaison department's role is to integrate the community in MTG activities and vice versa. The department works closely with field leaders and field committees, which are chosen by the MTG players, through trainings, coordinating meetings and organizing activities at the league fields. Field committee members and field leaders organize annual recruitment of girls in the league fields, league matches, community service and

they ensure that girls benefit from peer education and football coaching. The department also coordinates annual election and selection of players to take up leadership roles and recommends them for training. The department organizes educational forums for parents, leaders and community members to discuss issues that are affecting girls and to respond to girls' needs. In these meetings girls pass messages through role plays, friendly matches, poems

and songs. They use the platform to practice their leadership roles in the community and to advocate for their rights.

The department represents MTG at grassroots level in forums organized by the community, government departments and non-governmental organizations. Volunteers and staff members ensure that the voice of girls is heard in the planning and implementation in community projects.

Activity	Number	Number of girls	Number of female participants	Number of male participants	Total
Field committee meetings	89	771	0	0	771
Field leaders meetings	33	329	0	0	329
Parents meetings	29	0	350	63	413
Field Leaders training	1	24	0	0	24
Community service	38	1,001	16	15	1032
Toto mobilization	7	560	14	0	574
Tumanyane day	18	1,111	293	126	1530
Head teachers and school committee meeting	8	0	105	88	193
Players meetings	128	1,021	0	0	1021
Stakeholders meetings	6	0	96	59	155
Award winners	0	100	0	0	100
<b>Total</b>	<b>357</b>	<b>4,917</b>	<b>874</b>	<b>351</b>	<b>6142</b>



**New in 2011 in Community Liaison was:**

- Parents meeting were not just focused on providing information about MTG anymore, but concentrated on discussing issues such as children's right and sexual abuse. It has given parents, girls and staff an opportunity to discuss causes and cases, but parents also came up with measures they can take to protect girls in the communities.
- Headteachers and school committee meetings were organized to strengthen MTG's relation with the schools that enable MTG girls to organize leagues at their schoolfield.



## Peer led health education

Peer led health education goes hand in hand with football activities. Players select their own peer educator who takes them through a two year interactive programme focused on reproductive health and rights. The programme is run with girls in different age categories. Peer

education takes place during every event or tournament. Each year a number of schools that participate in the MTG tournament are selected for a one year school peer education programme. Boys are also included during the video shows in schools. MTG selected girls are trained as

counselors who support other players and community members in their village. The health department establishes links with partners in the field including government officers such as the Ministry of Health to make youth friendly health services accessible for MTG girls.





Activity	Number	Topics
Primary school tournament	799	STI's, sex and sexuality
Tournament for girls with a disability	197	Hygiene
Junior Achievement	54	STI's, sex and sexuality
The day of African child	40	Menstruation
Sony day	262	Hygiene
Out of school tournament	57	Abortion
Secondary school tournament	327	STI's and sex and sexuality
MTG tournament	173	Sexual abuse
Champions League	194	Sexual abuse
Under 12 selection	208	Hygiene
In school peer education programme	282	Knowing about MTG, adolescence, menstruation, friendship and relationship, HIV and AIDS
Peer education through football league, MTG united	3374	Sex and early pregnancy, menstruation, adolescence, decision making and postponing early sexual activities, friendship and relationship, HIV and AIDS, voluntary counseling and testing
Clients counseled	1039	Pregnancy, menstruation problems, relationships, family problems, school problems, physical problems, field management, stress, decision making
Video shows in school and at the league fields	1175	HIV/AIDS, STI's, peer pressure, decision making and assertiveness, rape
Quiz and debate	366	Menstruation, adolescence and puberty, HIV and STI's, MTG and sports, rape, violence and current affairs. Debate was "female leaders are better than male leaders"
Parents training	58	Abortion, HIV/AIDS and family planning
Peer educators training	54	Knowing about MTG, being a peer educator, facilitation skills and techniques, self esteem and self awareness, sex and early pregnancy, sexuality menstruation and adolescence, hygiene, HIV & STI's, decision making in postponing sexual activities, abortion and its effect
YPP training	28	Male and female reproductive organs, counseling skills, drug and substance abuse, sexual transmitted diseases, HIV/AIDS, training and facilitation skills, ideas and theories behind the Youth Peer Educators (YPE) model, Youth Peer Providers (YPP) manual, planning your program and M&E, youth friendly services and family planning methods.
TOT training	14	Knowing about the project, training and facilitation skills, ideas and theories behind the Youth Peer Educators (YPE) model, Youth Peer Providers (YPP) manual, planning your program, monitoring and evaluation, reproduction, adolescent development and sexuality, contraception, sexually transmitted infections, HIV/AIDS, sexual behavior, counseling
Counselors training	15	Self awareness for personal growth, theories of counseling, counseling skills and practice, HIV/AIDS counseling and VCT, counseling special groups, group counseling, multicultural aspects of counseling, loss and grief, stress/burnouts, supervision of counseling, ethical counseling, ethics

**New in peer education in 2011 was:**

- Quiz and debates about reproductive health and rights for girls who participate in the MTG peer education in school programme.
- Discussions with parents about "talking about reproductive health and rights" topics with their daughters.





# Economic Empowerment

The overall objective of the economic empowerment programme is to improve livelihood security amongst MTG girls that are out of school.

The strategies that are used are:

- Vocational skills training and career development. MTG staff provide information about available opportunities, both for trainings and employment, and how girls can access the opportunities. They also guide the girls to access these opportunities
- Savings mobilization. The aim is to inculcate a savings culture and provide an easily accessible loan facility to out of school girls and MTG staff. It involves training girls on the MTG savings model

and mobilizing them to form savings groups.

- Business skills training which involves mobilizing and

supporting girls to initiate income generating activities and provide them with the necessary skills to manage them.

Activity	Number of people
Vocational training	4
CV and application letter writing	22 girls and 5 staff members
Teachers college	1 girls
Pwani university for a degree course in education	1 girl
Kenia school for Homeopathy	1 girl
KWS recruitment, now posted as a ranger in Mount Elgon national park	1 girl
Music career with a video	1 girl
Financial literacy with the Equity bank	19 persons
ICT skills	10 girls
Savings group and staff members	51 girls



## New in Economic Empowerment in 2011 was:

- The development and implementation of the child labour project which aims at eliminating child labour in Kilifi and targets 940 girls to be withdrawn or prevented from child labour and be re-integrated back into formal schools or vocational training.
- MTG field savings and loans model was developed and both girls and staff were trained. Girls in six league

fields organized themselves and formed savings groups which enabled them to mobilize savings and give loans to support each other. MTG staff also formed their own savings group.

- Setting up of a business corner, where out of school girls brought their various products for sale, during MTG's major events and forums such as tournament finals was introduced

# Highlights in 2011

*Besides the “usual”, ongoing and new activities, there were also some very special events that stood out during the year. Those moments illustrate MTG’s work towards achieving the six strategic goals as they have been formulated in the strategic plan 2011 – 2015.*



## Strategic goal 1:

Make football an area of equal access to opportunities and leadership positions for girls and young women

### Three MTG girls in Germany

Tania Gona, Selina Ngola and Mariam Samini, MTG United under 14 players were selected to represent MTG in the Germany Soccer Exchange organized by the Kenya Sport for Social Change Network and sponsored by CARE International Germany. The three MTG girls were part of team composed of girls from various sport for change organizations in Kenya such as the Kenya Homeless team, HODI, Ayiera Initiative, A-Step, Safe Space, Sadili Oval and MTG.

It was a great experience for the girls! In Germany the girls visited various football teams and schools where they shared their stories and experiences and played football, of course. Selina Ngolo scored almost all the Kenya goals in the matches. The team even beat the girls who were selected in the national team of Luxembourg. The team also made trips to the Adidas factory, city tour through Berlin and they visited Grand Duchess Maria Theresa of Luxembourg. The girls made friends and were encouraged by the German’s, who the girls thought were hardworking



and people who tried to keep their living environment clean. Selina says “Kenyans should stop throwing rubbish in the street and start throwing it at special, designated places. The trip has changed me. I’m more confident to stand in front of people and talk to them.” Selina proved this certainly when she addressed the crowds during MTG events and encouraged all MTG

girls to make sure they have a birth certificate. Because for sure... Selina wouldn’t have wanted to miss the event because of having no birth certificate!

After the trip, Selina was asked to join St. John’s secondary school, a provincial school with one of the best girls’ football teams in the Coast Province.



## MTG has a World champion!

Sabina Wanjiku, player of the MTG United out of school team, was selected to represent MTG in the Kenyan Homeless World cup in Paris, France. This was the first time a Kenyan women team participated in the Homeless World cup tournament. It was also the first time that a player from outside Nairobi was selected in the Kenyan Homeless team.

And on top of that: the team won the cup!

The Kenyan women beat defending World Champion Brazil with 4 -3 in the semifinals. In the final it was 2010 runners up Mexico that lost from the Kenyan team with the same figures (4 - 3).

And Sabina scored one goal!



## Young women lead Moving the Goalposts' United team in Football Kenya Limited Women Premier League 2011

Moving the Goalposts Kilifi has played in the first Football Kenya Limited (FKL) Women's Premier League in 2011. It was the first time that MTG participated in a league at the highest level in Kenya. And the team brought in something unique: female football leadership!

Fathma Mohammed (18 years, head coach), Furaha Pascal (21 years, assistant coach), Cellestine Nzaro (24 years, MTG United coordinator) and Marion Kahindi (22 years, first aider), who all received their trainings at MTG, were the MTG technical bench that supported the MTG United team to play in the FKL Women's Premier League. The MTG women have set a unique milestone: MTG had the only female coach in Premier League Football in Kenya and the four young women make the only female technical bench. Besides this, they were the youngest technical bench. The MTG girls set an example that young women are ready to be the new leaders in Kenya.



From left to right: Cellestine Nzaro, Furaha Pascal, Marion Kahindi and Fathma Mohammed

## MTG girls are taking up positions in the Football Kenya Federation

One of MTG's objectives is that girls take up leadership roles. Not only in MTG, but also outside MTG. Since the 2011 football elections a couple of MTG women are active in the Football Kenya Federation (FKF). Some of the leaders are MTG staff members. Others have had their training in MTG and have left the organisation in previous years. All the young women are exercising the lessons they learned in MTG.

Name	Role
Lina Dzuya	Women's representative in FKF sub branch Kaloleni
Frida Kahindi	Representative women football in Vitengeni
Esther Baya	Representative women football in Bamba
Doreen Sirya	League and tournament committee FKF Kilifi subbranch
Lilian Mbeyu	Assistant treasurer FKF Kilifi sub branch
Janet Konde	Elected member by the KEFORA (referees) and FKF match commissioner
Leah Gandhi	Women's representative FKF Kilifi subbranch



## GIRLS POWER, A STORY

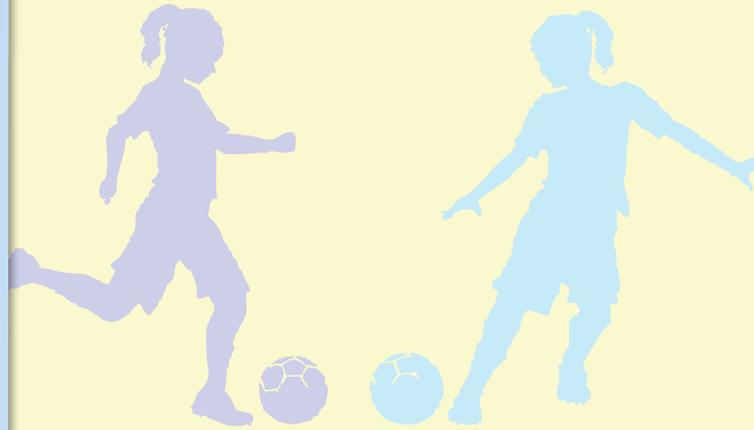
One day I (MTG football coordinator) went for a meeting in a school. When I entered the compound I saw a group of schoolboys, in their uniforms, playing football with a proper leather football. The boys were playing, joking and laughing. As a football lover I always have to stop and watch the game for a while. Outside the field three girls were standing and watching the boys playing.

And as a football coordinator in an organisation that empowers girls through football I didn't like what I saw. Hundred and sixty girls are playing league matches at the field that I was visiting. It is one of our most vibrant fields. And what did I see? Boys playing football and girls watching! Was this what we had achieved after working for six years with these girls?

After a few minutes the school bell rang and the students returned to their class. When the boys left the field they gave the ball to the girls.

Wait a minute! The girls own the ball and have lent it to the boys! This changed the story. As I remember from my own youth: when you have the ball you have the power. You can decide who can play, you have a lot of influence about who is selected in which team and you have a big say in how the game is supposed to be played. In this situation the girls had the power and they allowed the boys to play. Something has changed in this community in Kaloleni.....

But that was not it. When the girls entered the classroom they noticed three children from the unit for children with a disability. The three were longing for the ball. One of the girls turned around and gave the ball to the children. That's what girl's power can be!



## STORY OF A WORLD CHAMPION!

Sabina Wanjiku, Moving the Goalposts player, was part of the Kenya Women Homeless World Cup team that won the Homeless World Cup 2011 in Paris, France in August. The team beat the 2010 runners up Mexico in an enthralling final 4 - 3.

Sabina Wanjiku completed her o-level education in 2004 and joined Moving the Goalposts (MTG) in July 2008. She says her life after form four "was miserable". Sabina comes from a poor family who had to struggle to eke up a living. She didn't know what to do to earn money. She spent a lot of time in town, watching the days pass. One day she learnt about MTG through a friend who was a footballer in MTG. Sabina was impressed by how confident the MTG girls were and how they played football. She joined MTG and that's where her life started to change.

Shortly after joining MTG Sabina became one of the field committee members. Her determination and her willingness to work hard were recognised and she was recruited to volunteer as a gate keeper and coach before she was absorbed in the organisation as a staff member. Nowadays Sabina is the divisional coordinator of Bahari in which position she coordinates all MTG's activities in this area and where she has a chance to change other girls' lives in return..





## Strategic goal 2:

*To enable girls and young women to increase their sense of self, realize their leadership potential, be aware of their rights and able to realize their rights both for themselves and others.*



### Matsangoni meets Nyeri, again!

In 2009 Honourable Esther Murugi Mathenge, then Minister of Gender and Children's Affairs, invited the under 13 Champions League winners from Matsangoni to visit a girls' football team in her home town Nyeri. The MTG girls traveled to Nyeri in 2010. In 2011 the girls from Nyeri payed their friends a visit back.

The return match was organized by Honourable Esther Murugi, EGH, MP, now Minister Of State For Special Programmes and sponsored by GIZ. The event drew a lot of attention. More than four hundred members

from Matsangoni turned up to cheer their girls. The girls from Matsangoni won the match from their Nyeri counterparts with 3 – 0. They retained the trophy that they had won earlier in Nyeri.

The launch of this “the Eradication of Child Labour Project” in Bahari took place during the event. MTG runs a programme with ILO that makes it possible to assist children at risk of dropping out of school and engaging in child labour or children who are already in child labour in Bahari division to get back to school. Community

members were introduced to the programme and made aware of forms of child labour through drama performed by MTG players. The personal assistant, Mr Julius Ndegwa, of the Minister of State for Special Programmes was the guest of Honor during the event. He gave the Ministers' speech on forms of child labour in the community and the role of the community in stopping child labour activities. Representatives of the Ministry of Education, I.L.O and partner organizations joined MTG and the community during the day.





## MTG's Junior Achievers

Twelve girls participated in the Junior Achievement Company programme organized by Junior Achievement. The girls met between March and November 2011 to develop a product, set up a company (with an executive director, marketing manager etc), set up and operate a production process, market and sell the product.

The girls chose to produce Mirimbi sauce, a pickle made of local fruits. Mixed with onions, peppers and vinegar, it makes an appetizer and a additive for ugali, pilau and rice.

Girls from different MTG field worked together in the project and learned what it takes to set up and run a business, a great learning experience! The girls presented their company and product during a closing event with all the other Junior Achievement Company's in the Coast.



## The Ndugumnani savings group

The Ndugumnani savings group was one of the six groups that used the MTG savings and loans model. The group started in March with eight members and remained almost complete until the end of the savings cycle in September. The young women mobilized together personal savings amounting to Ksh. 10,750/- and team savings of Ksh. 2,080/-. Members took loans to start small businesses e.g selling paraffin, support on going businesses (half cakes) and also for payment of college fees. The group also made a profit of Ksh.3,700/- from interest on loans and the fines charged. This profit was shared amongst the members according to the shares someone bought. The group retained their team savings kitty (that were not shared out) and will continue to build it up in the next savings cycle. They agreed to utilize this fund for team activities which will be approved by all members. The group has plans to start a chicken farm.

The Ndugumnani savings group was happy that they managed to mobilise savings through this programme and even earned a profit on their savings. The group is eager to continue with the programme.



## Launch of Confuser Jay's video CD

Player, peer educator and counselor Janet Juma is not only a valuable member and volunteer, but girls and visitors in MTG know her also as the Master of Ceremony during MTG events and a talented singer. Janet started in a church choir and has grown into a solo pop singer known in Coastal Kenya. Janet composes her songs and writes her own texts. She is inspired by what happens around her. Her involvement in MTG, where she educates and counsels girls on reproductive health and rights issues, gives her a lot of topics to sing about. Janet has produced three songs in recent years. In 2011 Janet produced her first video CD, to promote her songs to a wider audience. The launch took place during the selection of the MTG United out of school team. It was a great day for Janet. Visitors bought her video CD and she was, again, selected for the MTG United out of school team!



## ROSELYNE KENGA'S BUSINESS

Roselyne Kenga, the field leader for Ndugumnani league field, won an award in the 2009 MTG award scheme and decided to start a business selling vitenge and lessos that she sells at her cousin's, who is a tailor in a nearby kiosk. In 2010 she also started selling paraffin. She sells the paraffin at her home. The business has assisted her to support her family who are now assured of a meal every day, unlike before. Roselyne's mother says: "Roselyne now supports the family with food items such as unga, salt etc unlike before when she had no business." Her mother is grateful to MTG which she says has transformed her daughter into a more confident person and a leader who can address and influence positive change in people's lives ("akiima mbere za atu akieleza utu vinaelea na ao nao manakala na mabadiliko madzo"). The business has also abled Roselyne to contribute towards her brother's secondary school education. The boy got a mean grade of C plus in KCSE and is now looking forward to join college.

Roselyne remembers when she was sick for three weeks and was not going to work at the school where she teaches hence was not earning any income. It was

only the income from the business which enabled her to travel to Kilifi to seek further medication at the District hospital and she recovered completely.

Roselyne and Mary are selling vegetables, fruits and cereals. They opted for this idea because people from their village had to travel to the next trading centre, Dzikunze, to get demonstrated MTG's slogan 'Tunaweza' and asked the owner of an existing kiosk for permission to built an extension room for their business. They got the permission and put up the kiosk themselves. Mary usually operates the kiosk and is assisted by Roselyne, whenever she is free. They also started frying potatoes and selling them to the students from the nearby school. In the evening they sell porridge (uji) at their kiosk to increase their weekly income. Roselyne will also use the kiosk to expand her on-going business by displaying her lessos and vitenge and also start a second selling point for her paraffin business which now sells only at home. In the meantime the young women contribute to their savings group that meets every Friday afternoon.



*Roselyn Kenga*

## JACKLINE KATHENGI'S STORY

"My name is Jackline D. Kathengi from Zozo field in Ganze Division. I joined MTG in 2008. I have been trained as a field leader, peer educator, data collector and a first aider. In MTG I have benefitted from health information, I have learned how to make my own decisions and how to be confident. I visited different places and made new friends.

Late 2010 I joined Mwabanyundo polytechnic to gain more skills in tailoring and dress making. I also learn tie & dye and embroidery skills. I sat for my Dress making Grade II exam recently and I passed. While in the polytechnic, I also learnt skills in designing and making small bags and pouches using kitenge and lessos material. I learnt this during a learning tour to Zawadi Designers and Tailoring College in Shariani organised by the Economic Empowerment Department for MTG out of school girls. After this visit, I decided to try to make what I had seen in Zawadi. I started making small bags which I sold to my fellow students in college. I also display and sell them during MTG organised events. Some visitors from America

visited our college. They selected four girls to train them on making bags which can be used both in school and as sports bags. I was one of the selected girls. After the training, we made some bags and marketed them around the college. We managed to get an order of eighteen bags for a football team.

My tailoring skills have greatly improved through the experience at the polytechnic. I'm now able to make school uniforms for boys, something that was giving me difficulties before. The skills I have gained will assist in increasing my income part of which I will support my family and myself and also save part of it. My way forward is to gain more experience in tie & dye and embroidery by making different patterns. I want to make different designs and sizes bags to target different clients. To learn this I have decided to go back to the polytechnic to take advantage of the availability of resources and technical guidance from the tutors. I will also utilize my time at the polytechnic to new products so that when I go back home I can sell it to the schools and the community."



*Jackline Kathengi*



## THE STORY OF ZAWADI CHARO

Zawadi Charo from Ndugumnani field was the top saver during the 'pilot savings group'. Before attending the MTG business training and joining the savings group, Zawadi was buying stock of six packets of wheat flour and ten liters of cooking oil to make her products (half cakes). She sold them at two points within her village and made a profit of Ksh. 700/- within three weeks.

However, after the savings share out her business doubled and she now buys twelve packets of wheat flour and twenty liters of cooking oil which she uses within three weeks. She also added a third selling point to her business which is the communal water point where she also displays her product for sell. With the increase stock and selling points, her profits also increased from Ksh.700/- to Ksh.2,550/- in every three weeks.

She says she never maintained any records in her business. But after the business training she started utilising the knowledge started maintaining proper records. The business training also helped her to how to handle customers well and monitor the performance of the business. With the increase in income, she has managed to take care of her needs and even save some money in her bank account, because as she says: "The future of my children is very important. I have even transferred my first borne daughter to a private school in Malanga to enable her access quality education



## New MTG health curriculum

MTG has been integrating football and peer led health education since 2004. The girls and young women in the health department have a lot of experience in educating each other and their peers in issues of reproductive health and rights. A new comprehensive MTG health curriculum has been completed by MTG staff, with a consultant from TICA, and presented based on girls' questions and needs per age category. Included in the curriculum are individual stories to encourage participants to share their own

stories. Another addition is "ask an adult a question" in which girls can ask questions anonymously. MTG Health staff members are the adults who collect the questions and help the peer educators to answer the questions. Forty five peer educators were selected by their peers in the league fields and trained in using the new curriculum with the teams in all age categories. Some of the peer educators are girls playing in the MTG under 13 leagues. The method was also used to do peer led health education with girls with disabilities.

## MARGRET BAYA, PEER EDUCATOR DZIKUNZE

"I'm Margret Baya, a player from Dzikunze field, twelve years old and I'm in class six. I'm very proud being in MTG and being the youngest peer educator. I was trained during the peer educators training in April at Chumani camp. After the training I was not yet confident to conduct the peer education sessions. The challenge I faced at first when I started doing peer education was that I was ignored by the older girls. They see me as very young, so they thought I couldn't tell them anything. I overcame this, because I often told them that they should not worry about my body size and my age, but listen to the information I was giving, which is very important for them. With the support of the monthly capacity building training and encouragement by the other peer educators I have managed to become more confident. Now the older girls enjoy my sessions. The sessions are interactive peer education sessions and the girls are free to share different issues with me. Because of the monthly capacity building I have also improved other life skills, for example my self esteem and self awareness have improved. Through the training as peer educator I got to know my rights. Nobody can violate me and if one does I know which action to take and where to report. For example I know I can report it to my closest friend, parents, MTG fieldleader, counselors or a neighbour. I am respected in my area because of the information I have learnt in MTG which I share with other girls. I will not let other girls be violated in my area. I will continue educating them and making them aware of their rights."



## NELLY KAHINDI, TRAINER OF TRAINERS

I am Nelly Kahindi from Mido league field in Ganze division playing for Mido Stars team. Being a Trainer of Trainers (TOT) in peer education has built me ..... in terms of leadership skills and how I relate with others. When I was told I could be a TOT in Ganze and organize and facilitate the monthly peer educators meetings I was shocked. I had a lot of fear, because in our area we have peer educators who are older than I am. They would be in the meeting which I would facilitate so I thought: "What can I tell them? They are older than me?". But after the first session I gained a lot of courage. I realised that I have potential to excel. Being a TOT has built me on how I express myself. At first, if I had an idea I used to keep it for myself, but now I'm leading others and I want them to share their ideas and express themselves. So I have to set a good example by sharing my ideas first. I have also learnt how to respect others despite their age. I am more confident, for example once I was sent to Ganze health center by the divisional coordinator to meet with the public health officer to inform him about an MTG event. I faced him confidently and presented myself very well. I'm grateful to MTG for giving me this opportunity.



## Strategic goal 3:

*To engage community stakeholders to play a supportive role in championing girls' and young women's rights and choices*

### Parents training

The players in the MTG fields were asked to choose a parent from their league field for a parents training. The girls chose parents who attended the regular parents meetings, are friendly and helpful to all girls when they face problems and who are willing to share information with girls. The parents training took place in the residential training, a camp where more than two hundred MTG girls are trained in leadership skills. This enabled the parents to see the programme that the girls were taking through. The parents told the girls that MTG girls are privileged to get all these skills and knowledge from Moving the Goalposts.

The parents were taken through topics that would help parents to support improving the participation of girls in the MTG league fields and to create an environment where girls' rights are respected and observed. After the training parents started facilitating during Tumanyane days (meeting organized by MTG girls with their parents and the community) and parents meetings. One of the parents supported his young daughter to take up her leadership role as a field leader in Kadzozzo field. He supported her to be in time and be responsible. He encouraged other parents to do the same for their daughters. A mother talked to the parents

when the field was about to miss the qualification for the Champions league finals, because the teams hadn't played the minimum number of matches. The girls felt encouraged by the mother. They played the remaining matches. Mnarani Stars became the 2011 MTG open age champion.



### Community service at Jibana

Each field organizes twice per year a community service. Players clean

hospital compounds, construct boma's, renovate playing fields and

visit needy families and orphanages in their communities.





The community service in Jibana health centre was a big event. It was carried out with one hundred and twenty three players from different MTG league fields. After the event the hospital

staff appreciated the girls and commended them for the good work. They informed the girls on how they can stay healthy. The hospital staff also agreed to refill the girls' first aid kits. The girls

put the request in writing and got what was available. The players were also given an opportunity to receive free medical treatment. Children from the young MTG mothers were also welcome.

**"If we help the girl child to learn we will have a better generation to come."**

*Mr. Kitsao, headteacher of Vitengeni primary school speaks out:*

"I feel very much honored to be the guest of honor during this Tumanyane day. It is a special day because girls get the opportunity to interact with people of all ages, sex and this is something most of us could not imagine taking place. Keep it up field committee and I make a plea that this becomes a yearly event!

The main purpose of today's gathering is to empower the girl child in our communities so that they can be able to solve their problems with ease. I salute the initiator of today's events, of bringing us together for this common purpose."Tumanyane"

While girls participate in football tournaments and league matches, they interact. They learn skills in leadership roles, community membership and participation, coaching, refereeing and first aid.

Girls, please make good use of opportunities given by your parents positively. Some parents have allowed you to join MTG although perhaps they are not comfortable with the idea. So you, girls, have to build the confidence of your parents by coming out successful in education and being keen on the acquired skills. My appeal to parents is, let us support the girls in our community so that they can become good leaders of the future. As you have witnessed

that girls learn a lot of information during this forum, I am sure that parents will let girls join MTG and support those in MTG."

"I would like to share an experience with the parents of a girl in my family who was pulled out of school and married off by the father. I managed to intervene and make sure that the girl left the man's house and



went back to school. The girl performed very well in school and after standard Eight was invited to join Secondary School. I offered to pay school fees and buy the required items for her to join boarding school. It was a slap in my face while my wife was in the process of buying the equipments that we learnt that the girl had decided to get married and not continue with her education. The father did not have an objection to this and in fact he was eagerly waiting for dowry.

I feel sad to share this story because I did not get any support. My efforts were frustrated and in fact when the girl decided that she was getting married I knew her life will never be the same again.

I also express my pain when so many ills are happening against the girl and the community remains quiet in Vitengeni. The latest case is of a girl aged seven years who was sexually assaulted by four boys of ten years. The case was discussed under a tree. No action was taken despite me giving transfer letters for the boys. Parents are aware of things that happen to their daughters and are not willing to take a step. Let us remember that we are devastating the girl child. If we help the girl child to learn we will have a better generation to come."



## Strategic goal 4:

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

### Plan International teachers training

MTG health department staff members were contracted by Plan International to facilitate during a teachers training to build the capacity of the teachers on reproductive health and rights issues, including life skills. The MTG facilitators worked with thirty-two teachers from different schools in Bahari division, Kilifi district.

The feedback of the teachers after conducting the sessions during a school year was very positive. Some schools used to report five pregnancy cases in one year, but after the sessions were conducted the cases reduced from five to one and even none in other schools. Teachers stressed MTG's lessons learnt that girls say that it is hard for them to participate in discussions with boys.



### Knowledge, Attitude and Practice (KAP) baseline survey

MTG has conducted a KAP baseline survey called "Increase Access to Sexual & reproductive Health information and services for Adolescents and youth in Kilifi County in Kenya" programme that the organization runs with funding from Planned Parenthood Federation of America. It was carried out to establish a quantitative baseline on knowledge, beliefs and practices in relation to sexual and reproductive health among 16 – 24 year old youth living in Kilifi, Ganze and Kaloleni and make recommendations on the best ways of promoting adolescent sexual and reproductive health in view of the survey findings.

The findings presented indicate that young people living in the

communities in MTG's catchment area continue to face significant reproductive health challenges. Levels of awareness and knowledge about family planning or contraception are still low.

Youth have fragmented piece meal knowledge that is not useful on its own. The facts they know



need to be integrated and they need an opportunity to relate it to their lives so that they can make decisions about their reproductive life. Parents need more information and they need to be sensitized on techniques on how to speak to young people about these matters.

The results of the baseline were disseminated to stakeholders, including the health sector. MTG has trained thirty Youth Peer Providers in order to "Increase Access to Sexual & reproductive Health information and services for Adolescents and youth in Kilifi County in Kenya". The Youth Peer Providers will start early 2012 with peer education and counseling sessions. As a result MTG has made linkages with various health facilities that are "youth friendly" that will make family planning methods available for distribution among the youth.



## Strategic goal 5: ✓

*To influence policy and practice in sport for development and promote the rights and choice of girls and young women.*

### InFocus

MTG is one of the two organizations in a pilot project that is supported by Laureus and streetfootballworld to enhance its monitoring and evaluation capacity in order to

develop evidence based proof that football as a tool for social change works. Staff from Aquaman (through Laureus) and streetfootballworld has assisted MTG staff to develop

a solid Monitoring and Evaluation Framework. A state of the art computer database will assist MTG in 2012 with the analysis of quantitative data.



### The day of the African Child celebrations

MTG organized a Day of the African Child celebration. Twenty six MTG girls took part in the event together with stakeholders such as village elder, teachers, headteachers, principals and the Area Councillor Vitengeni ward. The girls divided in groups of peer educators, first aiders, coaches, field leaders and referees presented what their role entails through

drama and role plays. Peer educators conducted a regular peer education on menstruation with the audience. MTG girls shared their experiences, successes and hindrances with the community members with the hope of changing the attitude and sharing information. Some of the stories that girls shared with the audience were very impressive.

#### JESCA BAYA

My dream for education was shattered when my parents told me that they would not support me to join secondary school. I had options of being comfortable and like other girls would get married or look for work in the big towns. But my dream was to complete secondary school and even higher. I approached my divisional coordinator and my former primary school headteacher and shared my dreams and challenges. They came together and through the MTG award scheme programme I managed to join Kinani Secondary school and I'm now in Form Two.

#### SIDI NYOKA

I'm a player in MTG and also a peer educator. Sometimes, we as girls are quoted that we dont like school or we are performing poorly in school. I'm standing here on behalf of other girls to share the stigma we face in school. It all starts when teachers say that all girls in upper class have husbands in class and outside class. They even use the statement during lessons like when you have been asked a question and you dont know the answer. Than they say: "We know you have your man here". Truly, this distracts our attention and makes us loose interest in class. One would learn better if she is called and corrected . And that not all the girls are being made victims, because of a mistake made by one girl. I urge all the teachers present to change this attitude towards girls and just give us support to become better people.



## More stories

MTG staff has become aware that the stories that girls are sharing are very important. Not just for the girls who tell the story themselves, but also for the girls in their field and the community. The MTG magazine Tunaweza has been very instrumental to share the girls' stories to MTG girls in other fields, teachers and parents. You can find some of the stories, that were recorded by staff members in this report.



## An MTG field leader's intervention to prevent a girl from dropping out of school

A field leader, 15 years old, recently proved why the MTG girls were right to choose her as their leader. The fieldleader that we refer to as Kadzo took action to protect the rights of her peer in the community.

Pendo (not her real name) is an MTG girl playing in one of our league fields. She is a bright student and will sit for her KCPE exams in 2012. The field leader Kadzo (also not her real name) noticed that Pendo did not come for holiday tuition. When she followed up why Pendo didn't come she found out that she had been missing from home for three days. When Pendo returned home she said she had gone to visit an uncle, but Kadzo had heard rumours that Pendo was about to get married to an older man. This man is a customer of the family business run by Pendo's parent, he buys mnazi (palmwine) from them. The field leader knows that Pendo sometimes was asked by her parent to sell mnazi. This brought her into a situation in which she had to interact with older men. Kadzo reported the case to the

field committee. They decided to discuss the case with the deputy head teacher. The deputy headteacher didn't take action. In the meantime Pendo missed more and more days in school.

It was then when Kadzo shared the story as one of her challenges during the divisional field leaders meeting in her division. MTG staff and the field leader visited Pendo and her family and had a meeting with them.

While discussing the situation it became clear that Pendo was at the verge of dropping out of school and urgent action was required. The meeting resolved that everybody represented would support Pendo remain in school: the family was going to meet all Pendo basic requirements (such as school levies), Pendo will not sell palmwine anymore, she will communicate messages about school meetings, levies etc. from school to home, Pendo's aunt will talk to the older man and Pendo will get counseling.

Pendo reported to school after the holiday thanks to good leadership of her field leader and the field committee.





## Strategic goal 6:

*To create a financially sustainable organization with a structure and culture that encourages high performance and accountability, young women's leadership, creativity and constant learning*

### Saying goodbye to the founder!

“The time has come for me to say Kwaheri to Moving the Goalposts. I say good bye with a tear in my eye but also with a sense of pride of all we have achieved. And I know it is the right thing for MTG and for myself. Some of you will know me and some of you might not know me but I started MTG, with the help of many other people, back in 2001. I love MTG and it has enriched my life in the last decade. I cannot tell you how much I have learnt in my time in Kilifi. I have learnt more than you can imagine, mostly from girls in Kilifi, but also from their parents, people working in government, in other CBOs, from donors, partners in Nairobi and beyond – they have all taught me something. And that is why I will say to young girls – always try to learn something, everywhere you go, be curious, ask questions and don't be scared of what you don't know. Nobody knows everything so ASK QUESTIONS when you meet people, they will never think you are stupid, they will be happy that you are interested in what they have to say. Life is about learning – never feel you know everything because there will always, always be more to know.

Enjoy your successes, celebrate them with humility and learn from them. But more importantly, learn from things that are difficult and challenging and DON'T GIVE UP. I remember coming to Kenya and many of my friends and



**Sarah Forde, the founder and Executive Director left MTG in 2011. This is what she said about it:**

**“MTG is not my baby anymore, she is a teenager now”,**

**Sarah Forde about leaving MTG**

family in the UK told me that I would never succeed in setting up MTG. They were expecting me to go back to England after six months, having 'failed' to start MTG. But their doubts made me strong. I knew I wanted to

prove them wrong. I wanted to show them that what I was trying to do was good. I wanted to show them that football for girls in Kilifi was more than just a crazy idea. And I think, now, I can safely go back and tell them about how MTG is beneficial to many girls in Kilifi.

When I told people I wanted to leave MTG many said to me, 'You can't leave, MTG is your baby,' and I say to them, 'MTG was my baby and now MTG is a teenager. That MTG teenager needs different guidance now, it needs more people to help it grow and it belongs to girls in Kilifi, it is their teenager, not my baby now!' I am happy to let 'my baby' (or, rather, your teenager) grow how it wants and needs to grow, with other people in charge. I feel I have done what I can for MTG and I am ready for new challenges.

Please remember to look after and cherish MTG into her old age. She is a good organization. But, of course, as with any organization, there will be many challenges. But I know you will all help overcome those challenges. MTG is YOURS, learn with it and remember our motto, TUNAWEZA! Because if you believe in yourself and you don't give up you can achieve anything you want to achieve in your life.”

Alice Wekesa became MTG's new executive director on March 2011.





## Strategic plan 2011 – 2015

A new strategic plan was for the period 2011 – 2015 written. The preparations for this strategic plan started in 2010 with sessions with girls, all staff member and stakeholders. It was finalized early 2011 after a staff learning experience and two workshops with senior staff

and the Kenyan and (representatives of the) UK board members. It marks a change of direction, where MTG moves from a needs-based approach to an organisation that uses a more rights based approach. You can download the new strategic plan from the MTG website <http://www.mtgk.org/sites/default/files/MTGK%20Strategic%20Plan%202011-%202015.pdf>

Laureus and streetfootballworld have worked together with MTG to develop an M & E framework and a database that will help MTG to measure its outcomes.



## Building

The last phase of the MTG building has been finalized. A resource center, with help from the Safaricom Foundation, has been established. The fence has been replaced with a stone wall. All the rooms and offices are ready to be used. And they will!

## New partnerships

MTG entered three partnerships in 2012. The two year programme that MTG runs with ILO makes it possible to assist children at risk of dropping out of school and engaging in child labor or children who are already in child labor in Bahari division to get back to school. The Pathways project, with assistance of Comic Relief/UK Sport, allows MTG to target out of school girls in the age of 18 – 25 years to pursue any type of education, set up a business or acquire working experience in a three year programme. The title of the “Increasing Access to Sexual & reproductive Health information and services for Adolescents and youth in Kilifi County in Kenya” programme that the MTG runs with funding from Planned Parenthood Federation of America explains itself. MTG girls have been trained as peer educators and Youth Peer Providers to help girls and young women to access sexual and reproductive health information and services. It was a one year programme that will hopefully be extended.

## We wish to thank our donors and networks for their continued support:

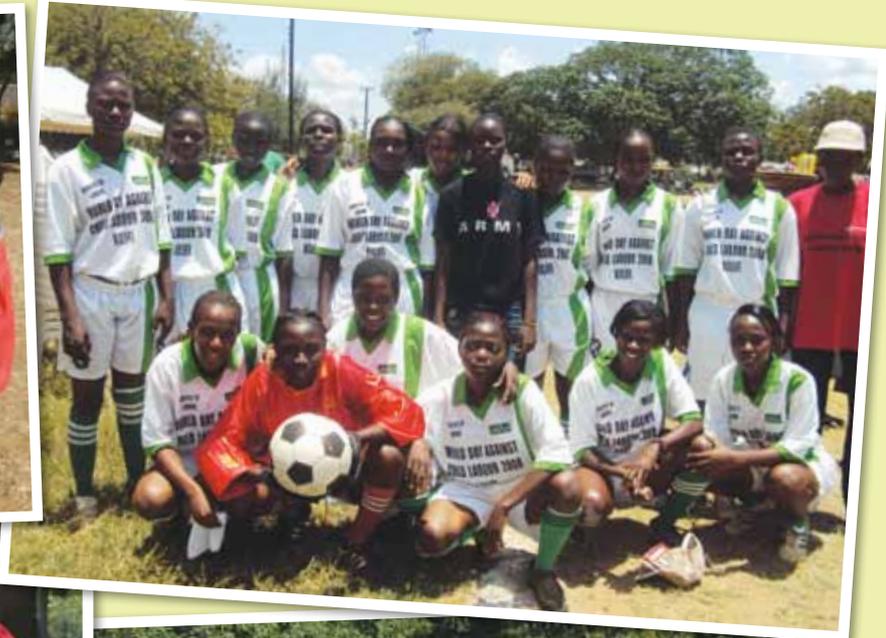
Ford Foundation (East Africa), Danish Embassy (Nairobi), Alistair Berkely Trust, Safaricom Foundation, UK Sport, Women Win, KNVB, streetfootballworld, Football for Hope, Laureus Sport for Good Foundation, Ministry of Gender, Children Affairs and Social Development, Ministry of Youth Affairs and Sports, Ministry of Health, Ministry of Education, MTG UK and the Advisory Board, Friends of MTG, Alive & Kicking, KESHO (Kilifi), Rotary Club (Kilifi), Stichting Wanawa, Comic Relief, ILO, Adidas.

Special thanks go to the parents, schools, community leaders, the girls and all our volunteers.



**Alice Wekesa** became MTG's new executive director on March 2011.







# MOVING THE GOALPOSTS

## K I L I F I K E N Y A

### An **MTG** girl makes good choices..

- ★ I am a **footballer**
- ★ I respect other peoples choices
- ★ I care about myself, I care about others
- ★ I am smart
- ★ I am confident
- ★ I choose my friends wisely, I am a good friend to others
- ★ I learn about my body, I teach others when I can
- ★ I know my sexual and reproductive health rights
- ★ I am informed about HIV/AIDS, am ready to know my status
- ★ I know how to stay safe from unwanted pregnancies and STI's
- ★ I know where I can access reproductive health services when I need them
- ★ I am aware of situations that expose me to risk of sexual abuse or exploitation, I take caution to avoid this
- ★ I take every opportunity to learn about my reproductive health, I read books and asks questions
- ★ When I make a mistake, I learn from it and avoid future mistakes
- ★ I demand to be treated with respect, I treat others with respect
- ★ I know I have the power to shape my life
- ★ I understand my past, work hard in the present, and have hope in the future
- ★ I love myself, I accept myself
- ★ I have good role models, I am a good role model to others
- ★ I am honest, I am just
- ★ Am a leader among my peers
- ★ I am creative
- ★ I am a decision maker
- ★ I am a footballer

For more information please contact us at:



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