



**MOVING THE
GOALPOSTS**

2024 ANNUAL REPORT

EMPOWERING GIRLS AND YOUNG
WOMEN THROUGH SPORTS.

TUNAWEZA! (YES, WE CAN)

MESSAGE FROM THE EXECUTIVE DIRECTOR

2024 was a remarkable year of wins for Moving the Goalposts (MTG). Our beloved alumnus, Esse Akida, launched her memoir in September 2024, sharing her experiences as a female footballer who broke barriers in Kenya and built an inspiring international professional football career.

Esse serves on the Kenya Ministry of Gender Protection and Implementation Advisory Board. The Advisory Board is a multisectoral initiative pushing for legal reforms to combat gender-based violence and discrimination and ensure equality in sports.

In 2024, we continued to grow our work in Kilifi, Kwale, Mombasa and Tana River counties in Coastal Kenya. Partnering with 52 communities and creating safe spaces for over five thousand girls. We also witnessed a remarkable decline of 30% in female genital cutting (FGC) in the communities we work in, and an additional 500 young women were equipped with entrepreneurship skills. Over 700 girls are receiving scholarships for primary and secondary education.

We celebrated the first league competition at Mwamunga Field in Kwale County, where girls overcame social barriers that had previously prevented them from engaging in sports. After eight years of working with these remarkable girls, we have seen sports build confidence, purpose, and drive in them. Over 6,000 girls are actively playing football, receiving mentorship, peer learning and creating new opportunities for their future.

MTG is now in its second year of the 2023-2027 Strategic Plan. It has bolstered its governance by welcoming new Board Members, Lydia Kasiwa, an MTG alumnus, and Musa Hassan Musa, a seasoned football professional with strong corporate experience. We look forward to more transformative work with this new team.

These achievements in 2024 would not have been possible without the support of communities and partners. We thank you for believing in our work, and we look forward to achieving even greater transformation for our girls with your continued support in 2025.

Warmly,

Dorcas Amakobe,
Executive Director,
Moving the Goalposts

MTG THOERY OF CHANGE

Engaging community members and policymakers for gender equality

MOBILIZE GIRLS

Through football, develop leadership and rights awareness

IMPACT ON SOCIETY

A world where girls' freedoms are cherished

DEVELOP SKILLS

Learn health, choices and livelihood skills for empowerment

REALIZE RIGHTS

Girls become respected, productive members of society

SUPPORT & ADVOCACY

Strengthen community support for girls' rights and education

OUTCOME

Empowered Girls Thrive





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MTG IMPACT NUMBERS

10,000

people reached with anti-female genital cutting messaging



8,877

girls attended fitness sessions on league fields



6,285

girls and young women are actively participating in football



5,216

girls and young women were reached by our programming

506



out-of-school girls enrolled in the MTG entrepreneurship program

136



young women formed Community Savings Groups in Kilifi County

MTG PROGRAMS SUMMARIES

1. SEXUAL AND REPRODUCTIVE HEALTH RIGHTS PROGRAM

10,000 

people reached with anti-female genital cutting messaging

5,216 

girls and young women were reached by our programming

1,647 

community leaders and parents openly discuss sexual and reproductive health matters

1,437 

boys and men trained in Positive Masculinity

500 

girls have access to sexual and reproductive health services

233 

Adolescent and teen mothers received maternal and neonatal child health care, management of stress and activities for confidence-building

199 

girls have access to contraceptives

55 

Community members, including practitioners of Female Genital Cutting (FGC), initiated an anti-FGC campaign in Tana River County

52 

girls trained as peer educators



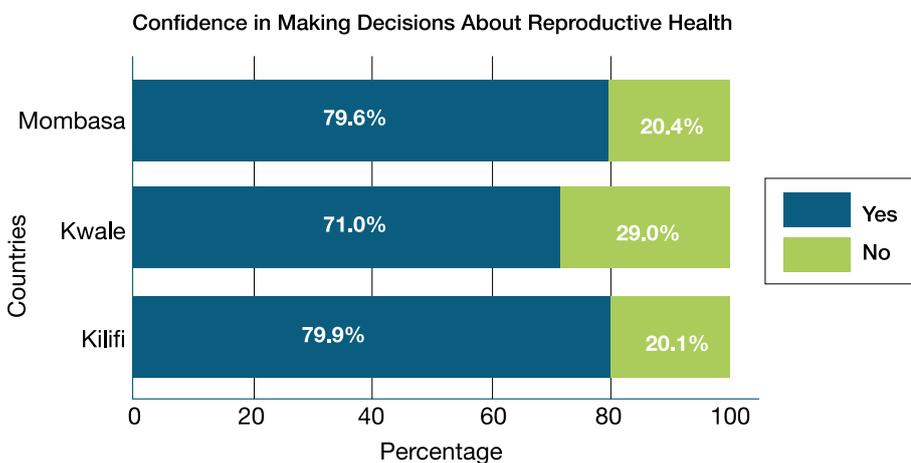
30%

decrease in FGM cases in Tana River County as a direct result of MTG's advocacy

Counties in Coastal Kenya rank among some of the highest in teenage pregnancy rates due to a general lack of knowledge of reproductive health rights. According to the Kenya Demographic Health Survey (KDHS) 2022, the teenage pregnancy rate average for Coastal Counties stood at 13.9 per cent, lower than the national average of 15 per cent.

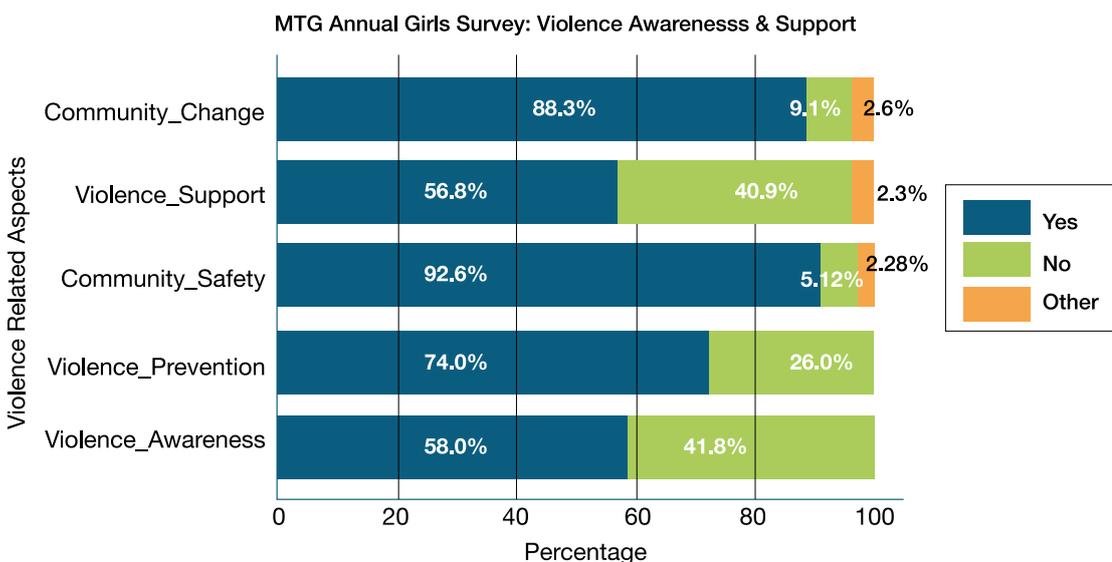
For this reason, Moving the Goalposts (MTG) deliberately trains community champions who serve as peer educators and advocates in communities. These community champions raise awareness and educate the community on positive masculinity, girls’ and women’s rights, sexual and reproductive health rights and access to and anti-female genital cutting.

During the 2024 annual girls’ survey targeting MTG program participants, 9 out of 10 girls reported feeling safe.



The survey additionally examined participants’ awareness, experiences, and perceptions of violence and community safety. Overall, 3 out of 5 girls reported increased awareness of forms of violence, highlighting the program’s role in educating girls on gender-based violence and violence prevention strategies. This demonstrates the effectiveness of MTG’s interventions in promoting safety.

An overwhelming 9 out of 10 respondents felt a sense of safety and security in their communities. However, despite these positive indicators, 44 respondents reported experiencing some form of violence, emphasizing the need for continued advocacy and protection measures.



MTG TRAINED PEER EDUCATOR

“The learning and mentorship session helped me understand my reproductive health, and the football drills were fun and made learning easy for me. I now know the different ways to prevent teenage pregnancy.” Mejumaa Hassan, High School Student, Kwale.

2. LIVELIHOODS PROGRAM

506 

out-of-school girls enrolled in the Entrepreneurship program

136 

young women formed Community Savings Groups in Kilifi County

15 

young women successfully linked to internships and job opportunities

6 

young women joined college to further their education

5 

young women started micro and small-scale businesses

3 

young women secured employment

SKILLS TRAINING

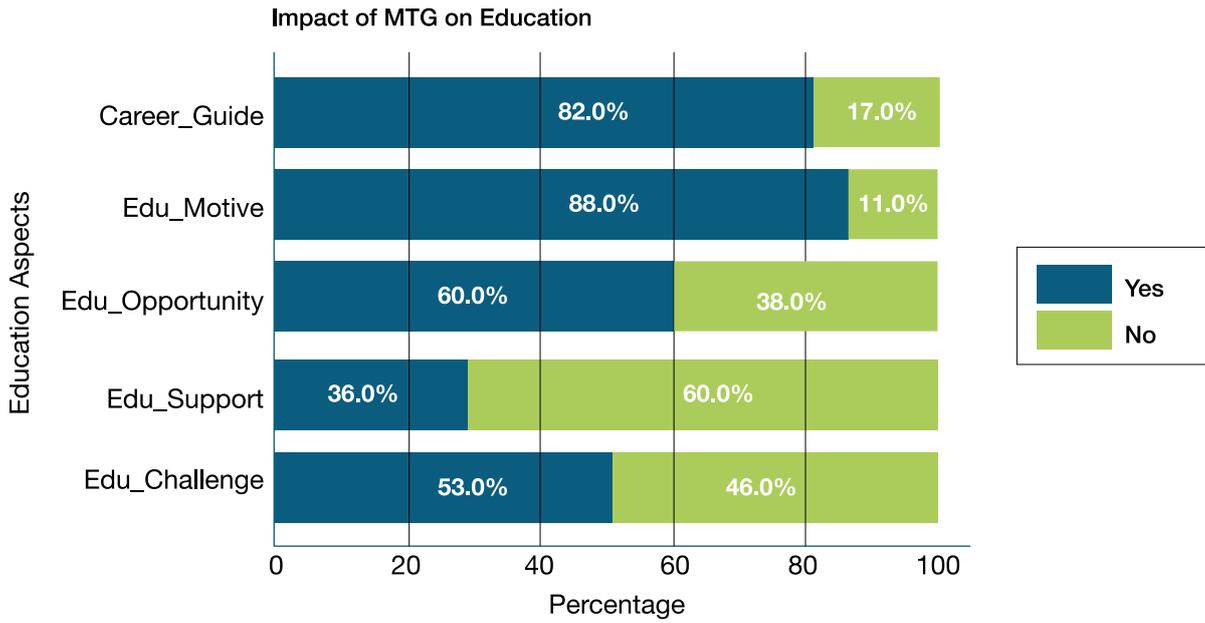
MTG provides girls and young women financial literacy and entrepreneurship skills, mentorship, and other support critical for business and career success.

MTG partnered with various programs and institutions to provide multiple opportunities for learning entrepreneurship, financial literacy, and digital skills in the 21st century. This wide range of skills training equipped the girls and young women with new skills and insights on how to find work and opportunities online. We thank DOT Kenya, Volunteer Vision, Africa is a Planet and MCCN Digital for their partnership and support.

During the 2024 annual survey, one in two participants reported facing challenges accessing education before joining MTG, highlighting barriers such as financial constraints, societal expectations, or a lack of resources. During the year, one in three program participants overcame these barriers, suggesting that while some benefited from MTG's support, a significant number still faced obstacles that required further intervention.

Additionally, three out of five participants in the 2024 program acknowledged that MTG increased their awareness of educational opportunities, demonstrating a positive impact on their access to information regarding schooling and career paths.

Program participants also reported that MTG played a critical role in motivating them to continue their education, with four out of five stating they became more determined to pursue their studies after joining the program and receiving career guidance, which is essential in shaping their future aspirations and decision-making.



9 out of 10 girls stated they became more determined to pursue their studies after joining the MTG program. 8 out of 10 girls receive career guidance, which is essential in shaping their future aspirations and decision-making.



MTG Coast to Coast Network (MCCN) Training

3. EDUCATION PROGRAM



1,263 girls and boys received mentorship and access to co-curricular activities and support at the MTG Resource Centre



798 girls received scholarships for their Primary and High School education



500 girls reached with career guidance and mentorship



275 girls were reached with the mobile library



85% of vulnerable girls and young women supported transitioning from primary to secondary schools



24 girls reintegrated back into school



6 School libraries renovated

The education program provides holistic support to students, scholarships, mentorship access, and co-curricular activities such as creative arts, life skills and tech skills training. We also work with schools to revive school libraries.

In 2024, MTG secured sponsorship for nearly 800 girls for Primary and Secondary education across all four counties of Kilifi, Kwale, Mombasa, and Tana River. The support covered annual school fees, and the girls received psychosocial support and mentorship.

“I have considered myself blessed because of the scholarship support from MTG. We don’t just receive support for school fees; we also get an opportunity to access mentorship and counselling support. I have learnt to set SMART goals and stick to a study timetable, helping me balance schoolwork and my many challenges at home. It’s been a safe space to talk about my struggles and always find support.” – Nelly Santa Konde, Form 3 student at Madamani League Field.



SRHR TOT training

4. MTG SPORTS ACADEMY



girls attended fitness sessions on league fields



girls and young women are actively participating in football



football teams across three categories (Under-10, Under-13, and Open Age)



young female leaders were trained across football specialities, i.e. coaches, referees, first aiders, peer educators, and field leaders.



teams qualify for the MTG Champions League



League fields where the girls play across communities in Kilifi, Kwale, Mombasa and Tana River

Sport is central to MTG’s operations, offering girls and young women aged 9-25 in Kilifi, Kwale, Mombasa, and Tana River counties in Coastal Kenya a chance to express themselves through football. We recruit participants through school outreach, securing parental consent for after-school programs.

Each community has access to sports fields for training and minor league matches. Our talent scouts identify players for MTG United, which competes in Kenya Women’s Premier League. Alongside training, we emphasise health through peer education sessions that foster discussions on leadership, mental health, and sexual health in a fun, team-building environment.

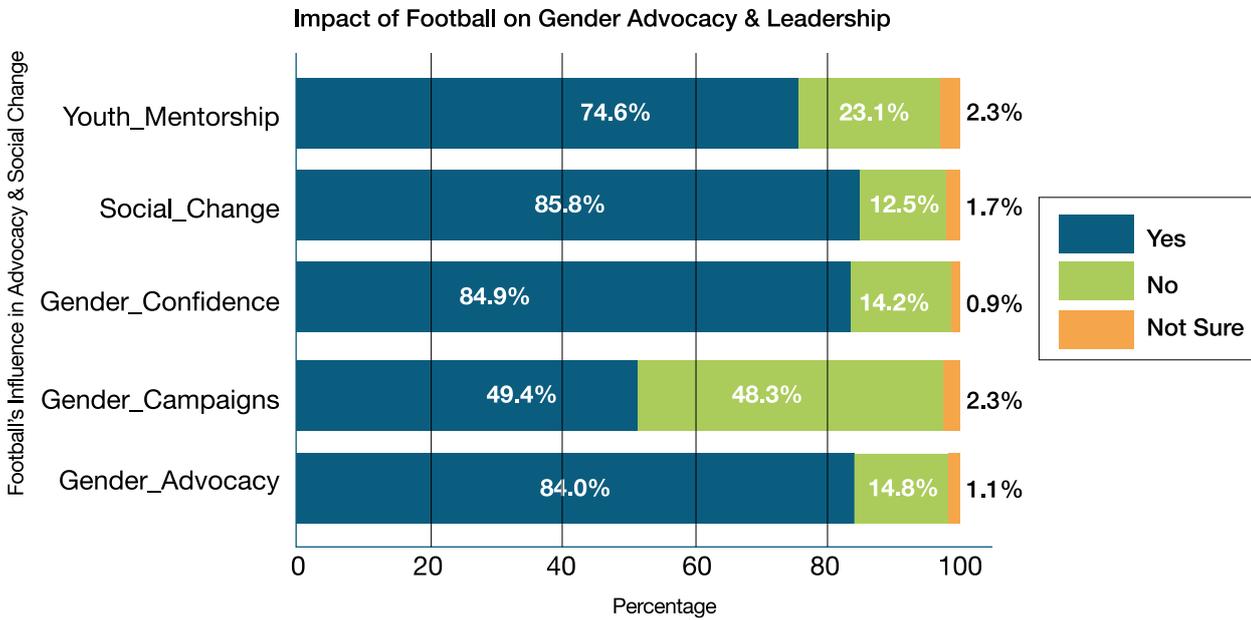
MTG CHAMPIONS LEAGUE

MTG operates its regional Champions League and continually scouts for new talent for its league and teams. The Champions League provides a vibrant platform for girls to showcase their football talent while promoting leadership, raising awareness of gender-based violence (GBV), and educating them on reproductive health. Division-level matches culminate in county finals, and 18 girls were scouted to join the MTG United Under-16 team, with two joining the senior MTG United squad. On the pitch before the games, peer-learning and mentorship sessions, integrated into warm-up drills, promoted discipline, honesty, and team spirit for all major matches.

MTG conducts annual surveys with the girls to assess the actual impact of the sport and support programs on the players’ lives. The 2024 annual evaluation examined how football has influenced young girls in advocating for gender equality, building confidence, and driving social change.

“MTG has encouraged me to stay active. I used to stay home often, but now I play football and feel more energetic.” MTG Girl, Kwale.

In 2024, four out of five girls and young women participated in gender advocacy, reporting an increase in confidence in addressing gender issues and contributing to social change through football, as well as increased participation in campaigns.



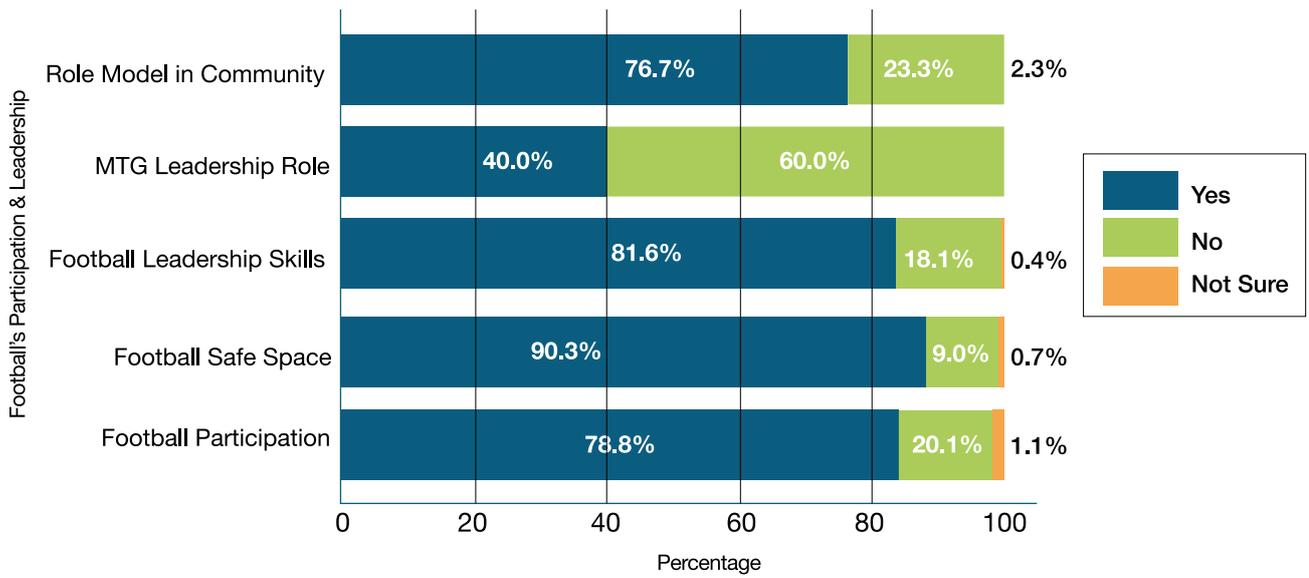
MTG UNITED CLUB

MTG United continued to compete in the Women’s National Super League (WNSL), Kenya’s second-tier women’s football league. Despite facing team changes due to player transitions to higher-tier clubs, MTG United completed the season and secured 8th position. The team conducted 84 structured training sessions focused on technical and tactical development while actively participating in three major tournaments, winning all of them. Registration of the club with the government commenced in earnest with the MTG Board’s approval to complete the process by 2025.

9 out of 10 girls and young women view football as a safe space, demonstrating its role in creating a supportive and empowering environment. Football also fostered leadership skills, with 8 out of 10 girls and young women acknowledging that it has helped them develop leadership abilities.

Participants in the program in 2024 reported that their involvement in football contributed to their leadership development, enabling them to serve as role models in their communities. The 2024 survey revealed that four out of five girls and young women actively participated in football, reinforcing its popularity and influence among young girls and young women. Additionally, nine out of ten participants reported that they viewed football as a safe space, demonstrating the sport’s role in creating a supportive and empowering environment.

Impact of Football on Leadership & Community Role Modeling



MTG Champions League

5. ADVOCACY

LAUNCH OF NATIONAL INITIATIVE- SHE DRIVES SPORT

“She Drives Sports: Rewriting the Sports Code” is an initiative by Moving The Goalposts and Sports Connect Africa that empowers aspiring female leaders in African sports.

The program provides skills-based training and mentorship to increase female representation, promote an inclusive sports ecosystem, and drive transformative change within the industry.

Through this initiative, MTG seeks to train 80 women in sports leadership over the next three years, preparing them for impactful industry roles and fostering five partnerships annually between program graduates and sports organisations.

MTG CLIMATE CHANGE CHAMPIONS

In 2024, MTG conducted a benchmarking exercise with key institutions to enhance its climate change initiatives. They trained 14 girls as Climate Change Champions and established climate clubs for 502 girls, introducing sustainable practices. The pilot program achieved over 50% of its objectives, laying the groundwork for broader implementation.



MTG staff planning meeting

6. MTG COMPLIANCE

SAFEGUARDING

MTG believes every child deserves to feel safe and respected in sports. In 2024, we reached over 3,239 community members with safeguarding messages, trained 26 staff and volunteers, and empowered 51 girl safeguarders. Our efforts include managing 10 safeguarding incidents sensitively upholding the rights and wellbeing of girls and young women.

GENDER EQUALITY, DIVERSITY & INCLUSION ACROSS MTG ORGANISATION

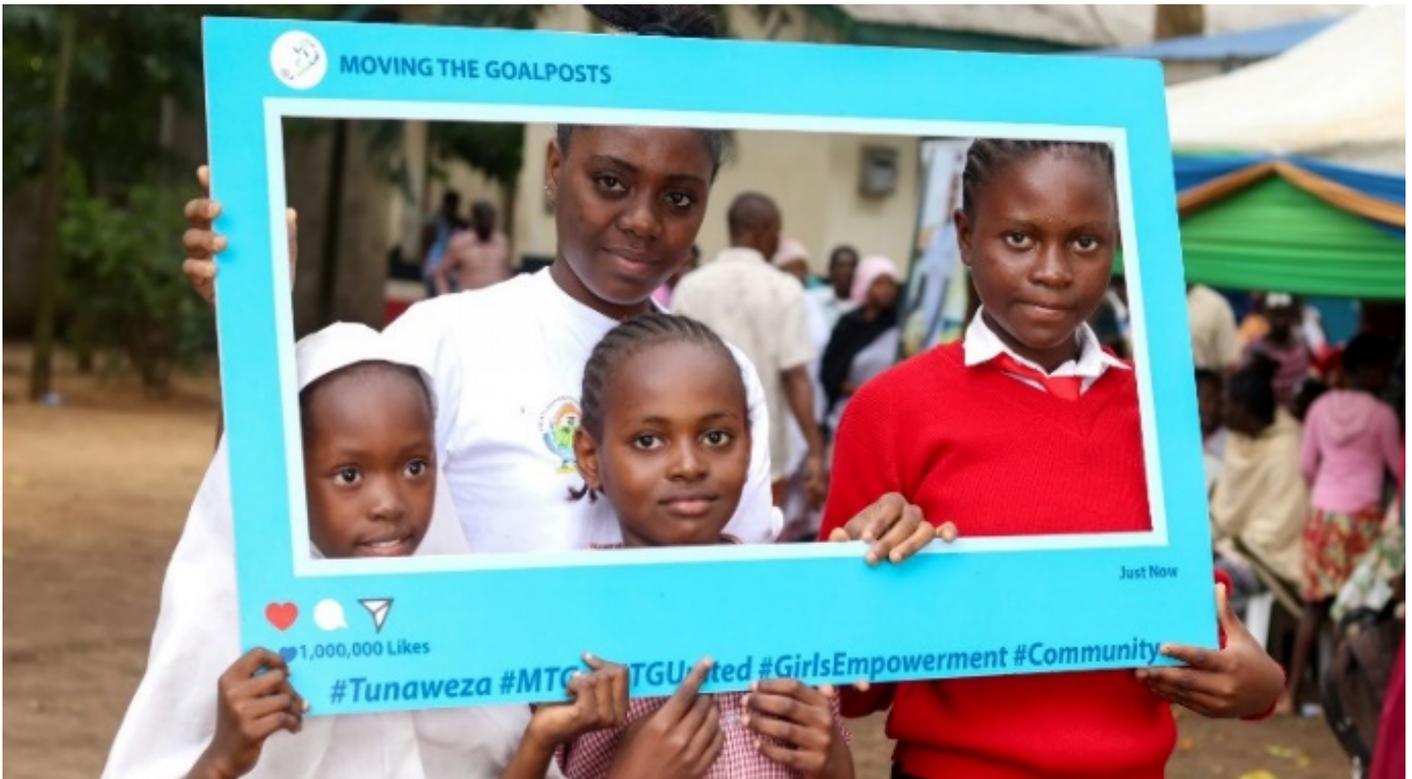
In 2024, MTG finalised its DEI policy, aligning human resources and practices with diversity goals. Participation in networks like the CHS Alliance enhanced internal learning on equity. Safeguarding training emphasised inclusive practices, paving the way for the complete implementation of the DEI policy in the coming years.



Kilifi Girls summit

7. IMPACT STORIES

“My name is Zainab Kassim from Mwaeba in Ganze Division. From a young age, I had always loved reading. Still, I didn’t truly understand the transformative power of libraries and community service until I volunteered at the MTG Resource Centre. What began as a simple desire to give back quickly became a life-changing experience for me and those I served. My initial role involved organising books, assisting Resource Centre users with resources, and facilitating reading sessions for children. As I spent more time at the centre, I realised that libraries were not just places to read. They were hubs for learning, connection, and empowerment for people of all ages.



The more I volunteered, the more responsibilities I took on. I participated in mobile library sessions, including an inspiring African story session, and worked on tasks like report writing and planning weekly activities. Through these experiences, I saw firsthand how libraries foster lifelong learning and community engagement. I began building strong relationships with library visitors, offering academic support and engaging with a diverse group of learners. Recognising my growing skills, the Education and Livelihood department entrusted me with a leadership role, where I organised volunteer schedules and led mobile library sessions for primary schools. This opportunity allowed me to sharpen my organisational and communication skills and boosted my confidence in managing more complex duties.

Volunteering not only benefited the community but also enriched my life. I developed skills in interacting with people, managing resources, and communicating effectively, which have been invaluable in my career. Inspired by my work as a librarian, I transitioned my passion into a career in digital marketing. I joined the Ajira Digital program, where I completed online digital marketing and SEO courses and graduated as a digital marketer. I now earn income through online surveys and other virtual assistant tasks. I have also participated in digital literacy training offered by DOT Kenya, and Africa is a Planet through MTG, gaining new skills that further strengthen my career path.

My goal is to establish a successful digital marketing agency that helps businesses achieve their marketing objectives. My journey from library volunteer to digital marketer is a testament to how volunteering can spark personal growth and community change. By empowering others, I've seen firsthand how small contributions can lead to lasting impact. My success story exemplifies how investing time in your community can uplift others and unlock your potential”.

MY TRANSFORMATIVE JOURNEY WITH MOVING THE GOALPOSTS



“My journey with Moving the Goalposts (MTG) has been nothing short of transformative—a story of growth, empowerment, and inspiration.

I am Tabitha Isoyi, an MTG United player and a Sociology student at Pwani University. I am deeply passionate about youth empowerment through education. MTG allowed me to merge my academic knowledge with practical experience, profoundly shaping my personal and professional path.

What initially drew me to MTG was its unwavering commitment to empowering young people, particularly through sports and life skills development. As someone who values creating

lasting community impact, I saw MTG as the perfect platform to contribute to meaningful initiatives and grow as an individual. On 4 June 2024, I embarked on a three-month internship that would redefine my understanding of leadership, service, and community engagement.

At MTG, I managed the library and supported livelihood initiatives, especially follow-ups and data entry. This role allowed me to directly impact young minds, creating spaces for growth, learning, and empowerment. Additionally, I facilitated mobile library sessions at Chapungu Primary and Ngamani Primary schools, bringing educational resources closer to students and inspiring a love for reading.

One of the most impactful aspects of my internship was my involvement in the MTG Coast to Coast Network. This initiative trains young women in project management and proposal writing skills, equipping them with the tools to lead and drive change in their communities. Being part of this program was incredibly fulfilling, as I gained new skills and witnessed the transformative impact of mentorship on others. I initiated my project in Mnarani, Kilifi County, with a focus on education. Seeing young women grow in confidence and capability was a humbling and inspiring experience.

The experiences and skills I gained at MTG have strengthened my resolve to pursue a career in sociology. I plan to design and implement programs that empower marginalised communities, particularly youth. I feel better equipped to make a meaningful difference in society thanks to MTG’s mentorship and the opportunities it provides.

Reflecting on my journey, I can confidently say that my internship at MTG was not just a professional engagement—it was a life-changing experience. MTG’s Education and Livelihood department gave me the platform to grow, lead, and serve in ways I never imagined.

I am grateful to MTG for believing in me and being a catalyst in my journey of empowerment. As I move forward, I carry the skills and experiences I’ve gained, along with a lifelong connection to an organisation that continues to inspire and transform lives. MTG has truly empowered my dreams, and I plan to carry its legacy forward by empowering others.”

8. FINANCIALS



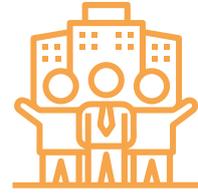
FOUNDATIONS AND TRUSTS

KSHs **46.8 Million**



INTERNATIONAL AGENCIES

KSHs **35.4 million**



BILATERAL ORGANIZATIONS

KSHs **300,000**



SOCIAL ENTERPRISE

KSHs **596,500**



DONATIONS FROM CAMPAIGNS

KSHs **397,000**



INVESTMENT INCOME

KSHs **505,300**



IN-KIND DONATIONS

KSHs **2.8 million**



ORGANIZATIONAL EXPENSES

KSHs **63.3 million**



TOTAL NET ASSETS

KSHs **72.3 million**

PICTORIALS





THANK YOU

To all our partners who have supported us over the past two decades, thank you for making these achievements possible!

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