



2025 ANNUAL REPORT

EMPOWERING GIRLS AND YOUNG
WOMEN THROUGH SPORTS.

TUNAWWEZA! (YES, WE CAN)

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MESSAGE FROM THE EXECUTIVE DIRECTOR

In 2025, Moving the Goalposts (MTG) brought real change for girls and young women in coastal Kenya by using football, safe spaces, and peer-led learning to unlock their full potential. Our programs reached over 8,600 girls, built strong community partnerships, and engaged over 3,000 parents and caregivers, creating a ripple effect of support and empowerment. Our Annual Girls Survey shows the difference: girls feeling safe in their communities jumped from 58% to 93%. School fees and menstruation are less of a barrier, with more girls staying in school. Leadership confidence is on the rise, proof that our football and safe space model is helping girls step up as leaders.

Health and wellbeing are at the heart of what we do. Peer-led programs boosted girls' knowledge about sexual and reproductive health and rights, and mental health support made a visible impact. 100% of assessed girls showed emotional literacy, and almost all learned healthy coping strategies.

Education support is key. 121 girls received scholarships, and 12 teenage mothers returned to school or vocational training. But challenges remain: early pregnancy remains a barrier, underscoring the need for stronger prevention and practical support.

MTG is also building for the future, taking the lead in combating the effects of climate change. Through our Green Dreams Solar Project, we are cutting costs and have shifted our office to clean energy. Saving energy costs: Ksh 40,000 (USD 309) in just two months, and looking to realise more savings, which will be redistributed where it is needed most, supporting our girls and young women.

All of this has been made possible with the continued partnerships across counties, schools, health facilities, and global networks, and sets the stage for even stronger collaboration in 2026. Thank you for your continued trust and support in our work.

We look forward to another great year scaling impact and transforming communities in 2026.

Warmly,

Dorcas Amakobe,
Executive Director,
Moving the Goalposts

MTG IN 2025



8,644

girls & young women
reached



6,742

girls and young women
are actively participating
in football



121

girls on
scholarship



98.1%

girls on scholarship



92.7%

feel safe in their community



52

active fields
across 4 counties



12%

Reduction in
menstruation-rel
ated school
absence



12%

Teen mothers
reintegrated
into school



WHY OUR WORK MATTERS



Kenya's coastal counties face a 15% teenage-pregnancy rate and FGM prevalence, and a 23% child-marriage rate nationally, compounded locally by poverty, harmful social norms, and limited youth-friendly services. Since 2002, MTG has used football as an entry point to keep girls safe, in school, informed, and leading, and this report shows what that investment produced in 2025.

15% 
teenage-pregnancy
rate and FGM
prevalence

23% 
child-marriage
rate nationally





ABOUT MOVING THE GOALPOSTS (MTG)

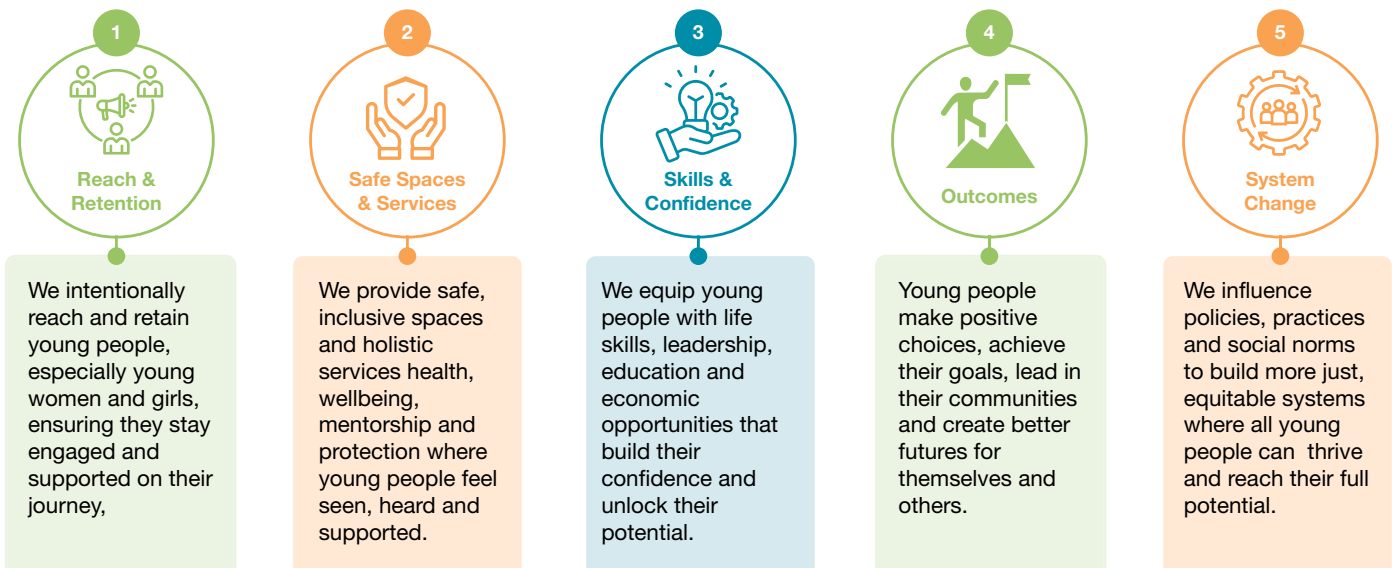
Moving the Goalposts (MTG) is a pioneering girl-centred sport-for-development organisation based in Kilifi, Kenya. Since 2002, MTG has used football as a platform to help adolescent girls and young women lead healthy, productive, and fulfilling lives. Programming spans four coastal counties: Kilifi, Kwale, Mombasa, and Tana River, combining sport with education support, sexual and reproductive health and rights (SRHR) information, gender-based violence prevention, leadership development, and livelihoods support.

MTG's integrated model responds to girls' realities by combining trusted community relationships, peer leadership, safe spaces, school support, and systems-level partnerships. This enables girls to stay in school, access information and support, grow into leaders, and navigate increasingly complex social and economic pressures.

THEORY OF CHANGE

MTG creates pathways for young people especially young women and girls to dream, grow, lead and transform their communities.

How MTG creates change



Our belief: When young people are supported to lead, entire communities and systems change.

OUR PROGRAMS

1. HEALTH, WELLBEING AND ENDING VIOLENCE AGAINST GIRLS

5,871 

girls were reached through weekly peer-led sexual and reproductive health and rights (SRHR) sessions.

3,820 

adolescent girls received psychosocial support through integrated physical activity and mental health sessions, as well as peer support groups, across all 52 league fields.

3,354 

community members were reached through SRHR dialogue.

769 

girls were reached through sexual and gender based violence (SGBV) sessions.

605 

boys and men participated in Young Men as Equal Partners (YMEP) sessions.

73 

girls accessed youth-friendly SRHR services.

72 

psychosocial support sessions were delivered.



48 mental health champions were actively delivering programming.

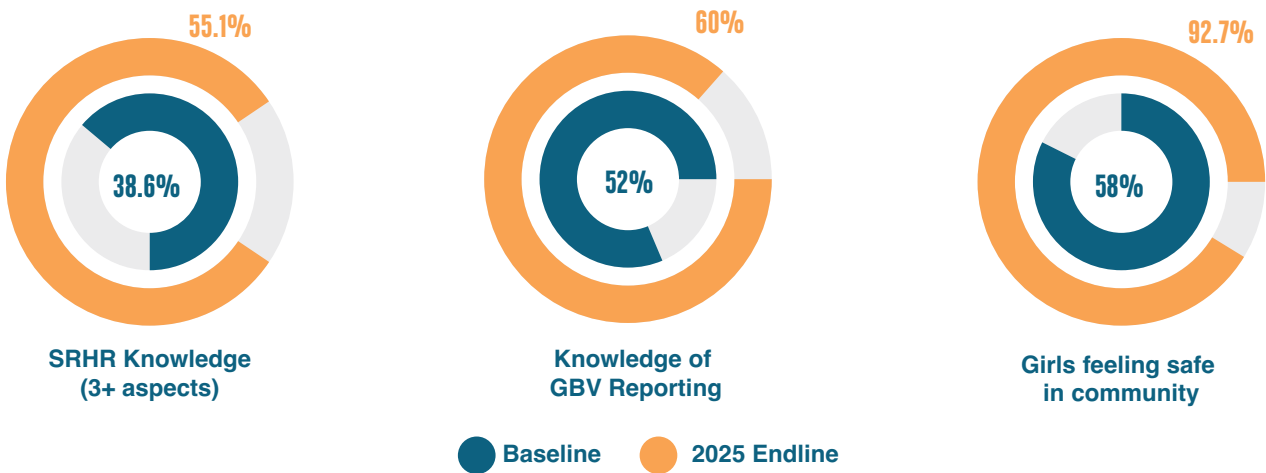
This year, Moving the Goalposts made significant progress in improving the lives of girls and young women in coastal Kenya. Through our programs, we saw a substantial increase in girls' knowledge of sexual and reproductive health, with the share understanding three or more key areas rising from 39% to 55%. Girls also became more aware of how to report gender-based violence, with knowledge in this area increasing.

One of our most noteworthy achievements was the dramatic improvement in girls' sense of safety within their communities. The percentage of girls who reported feeling safe rose by 35%, reflecting the tangible impact of our peer-led learning, safe spaces, and community engagement.

Our mental health initiatives also yielded strong early results. Every girl who participated in these sessions could name and describe their feelings, with nearly all able to identify at least one healthy coping strategy and three out of every five girls and young women actively using these skills. Notably, girls who attended mental health programming were much better equipped to stay calm under stress compared to their peers.

These outcomes demonstrate that our holistic, community-based approach is not only building knowledge but also transforming girls' daily experiences, making them safer, more confident, and better able to navigate challenges. This success positions Moving the Goalposts as a leader in scalable, protection-focused investment for adolescent girls.

Impact 1 | Health, Wellbeing and Protection Outcomes



Additional verified mental health results; 100% emotional literacy; 96.9% Know a healthy coping strategy; 75% report using coping strategies

Health outcome trends



2. LIVELIHOODS



of out-of-school girls reported increased financial confidence.



young women received training in CV writing and presentation skills.



out-of-school girls received economic empowerment support.



teenage mothers participated in vocational training; 10 completed training during the reporting period.



young women were linked to external opportunities.



active savings groups remained operational.

In 2025, MTG made significant progress in supporting young women in building careers and achieving financial stability. Over the year, 70 young women received training in CV writing and presentation skills, with two out of five now gainfully employed or under training. 51 out-of-school girls received financial support, with three out of four reporting greater financial confidence, and nine young women are in active savings groups. 40 teenage mothers received vocational training, with one in four completing it and receiving certification to build careers using their newly acquired skills. One successful graduate is now the owner of a tailoring business.

MTG expanded learning opportunities by introducing participants to digital data analytics, solar technology, and STEM skills, while also engaging 686 parents and community leaders through education and livelihoods initiatives.

Even with these successes, we believe more can be done to scale and expand access to financial literacy, skills training, and job placements for both young women and community members to improve economic stability within the community.

Where women complete training, transitions into work are real and achievable. 2026 funding should prioritise market assessments, employer linkages, and flexible, practice-based finance pathways.

3. EDUCATION

8,643 

school-going girls were supported.

1,111 

girls and boys accessed mobile library and resource centre services.

121 

adolescent girls received partial scholarships through partnerships with Girls Opportunity Alliance and Together Women Rise.

100 

continuing scholarship recipients were retained in school.

54 

heads of institutions and Boards of Management were sensitised on the government Return to School Policy for adolescent mothers.

21 

girls graduated from high school.

12 

teenage mothers were reintegrated into school and vocational training on full scholarship.

9 

out-of-school girls authored 6 digital stories through African Story.

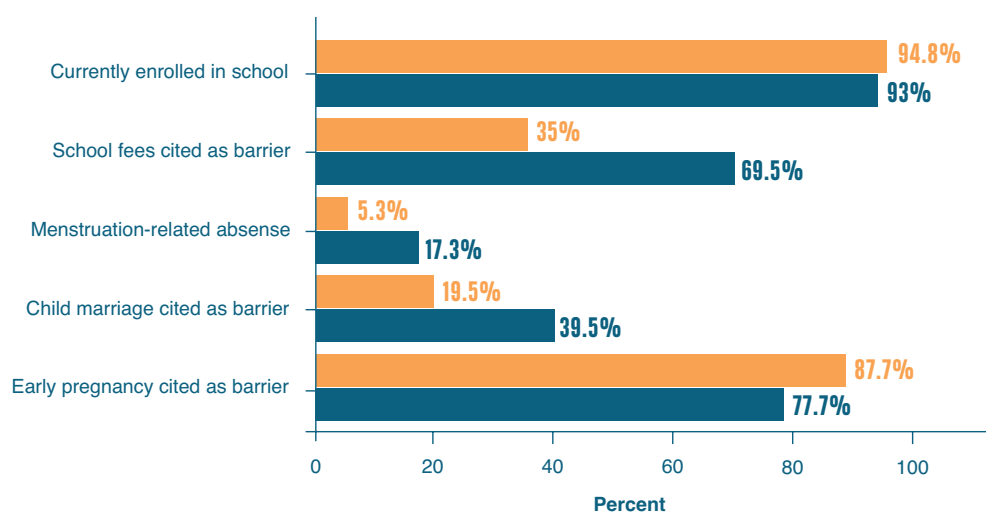
In 2025, MTG continued its commitment to girls' education as both a protective strategy and a pathway to empowerment. By targeting the financial and social obstacles that prevent girls from staying in school, MTG focused on improving retention rates, supporting transitions, and enabling adolescent mothers to return to education.

The results were impressive. School enrolment climbed from 93.0% to 94.8%, maintaining near-universal participation among girls, even in the face of adversity. The impact of MTG's interventions was clear: the number of girls citing school fees as a barrier to education dropped dramatically from 69.5% to 35.0%, and absences due to menstruation fell from 17.3% to just 5.3%. Instances in which child marriage impeded schooling were halved, from 39.5% to 19.5%.

Scholarships and comprehensive support made a remarkable difference, with a 100% retention rate among scholarship recipients. Schools like Dida Secondary reported notable improvements in welcoming adolescent mothers back to class, thanks to the combination of financial aid, mentorship, and collaboration with the wider school administration, education offices and community engagement. While awareness of early pregnancy as a risk to education rose, likely reflecting increased vigilance rather than a true surge in cases, this highlighted the need for stronger prevention efforts and more accessible youth-friendly services.

Our work is breaking down financial and social barriers, ensuring more girls stay in school, and proving that with the right support, even the most vulnerable can thrive. The next chapter will focus on transforming awareness of early pregnancy into effective prevention and care, with continued support from our generous partners and funders.

Impact 3 | Education Outcomes



Rise in early pregnancy as a barrier was interpreted in the survey as likely heightened awareness of risk rather than proof of increased pregnancies

Football outcome trends



4. MTG FOOTBALL PROGRAM

8,644 

girls were registered in MTG programs.

6,742 

girls actively participated in football leagues.

3,147 

parents were reached through forums.

1,596 

league matches were played across the year.

266 

leaders were trained across field leadership, refereeing, coaching, first aid, safeguarding, and peer education roles.

52 

active field committees remained in place across the programme footprint.

Football is the backbone of our programming. At MTG, we make football a safe, engaging, and empowering space for girls, fostering participation, skill development, confidence, and leadership, while strengthening community support around them.

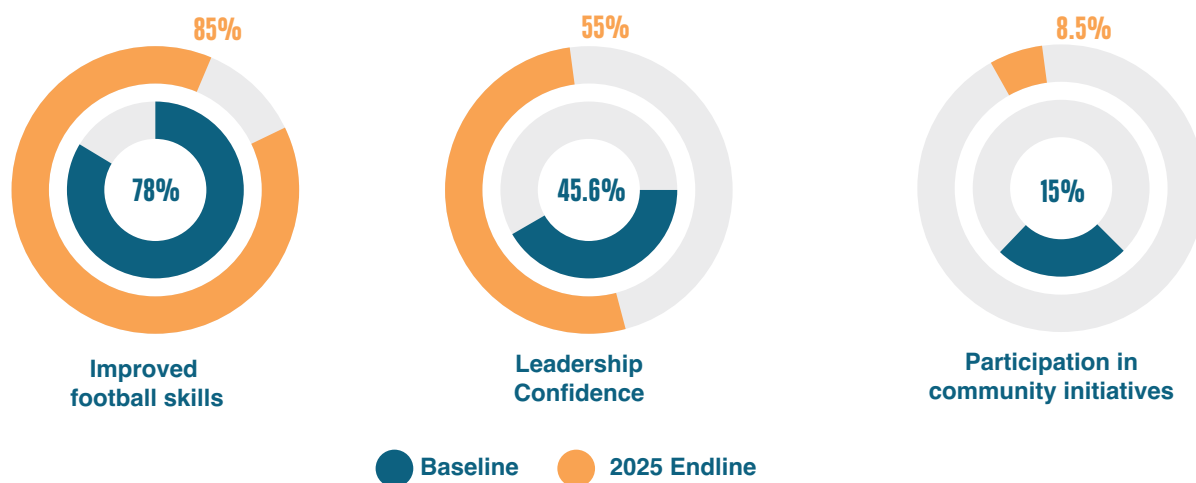
In 2025, MTG's football programs continued to be a powerful catalyst for positive change. Evidence shows that 85% of girls reported improved football skills by the end of the program, up from 78% at the start. Leadership confidence among participants grew by 10%, and almost every active participant gained competitive experience. These outcomes demonstrate that football is more than a recreational activity: it is a vital platform for building discipline, self-assurance, and leadership among girls.

However, participation in broader community initiatives declined from 15% to 8.5%. MTG recognises that while girls are gaining confidence within program spaces, more intentional efforts are needed to support their engagement in civic and community life beyond football.

Football remains MTG's standout value proposition for improved quality of life, consistently attracting and retaining girls, and providing a practical entry point for education, mentoring, and leadership. Moving forward, MTG seeks to pair its strong record of internal leadership development with new pathways for girls to influence and advocate within their wider communities.

We would also like to give special thanks to Declan Timoney, PKEW Technologies and to the Kilifi County Deputy Governor, Her Excellency Flora Mbetsa Chibule, for their continued dedication and financial support towards education. It's through this continuous support in partnership with other key funders that MTG United continues to flourish and provide opportunities for graduates of our programming to build professional sports careers as players in the Football Kenya Federation (FKF) Women National Super League.

Impact 4 | Football, Safe Spaces and Leadership



The survey states football skill improvement was 85%+ at endline; chart uses 85% as a conservative floor.

Football outcome trends



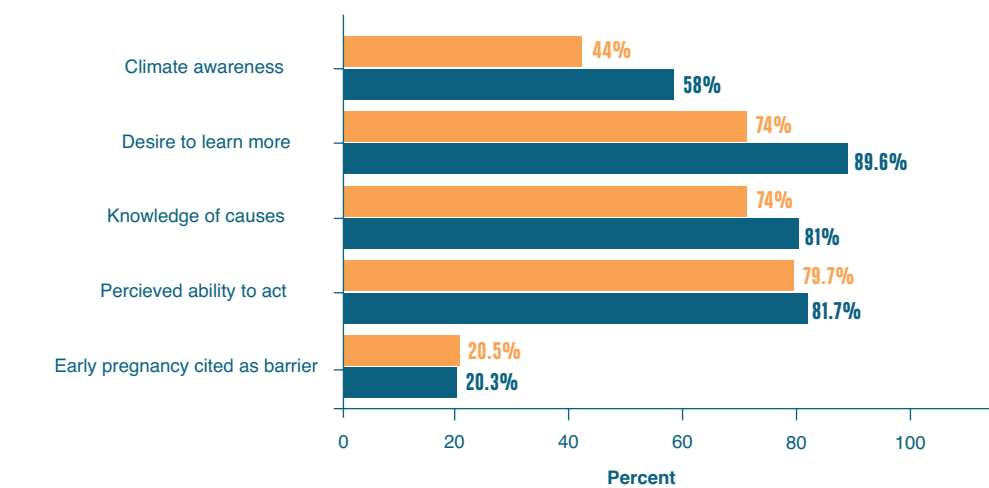
5. CLIMATE ADVOCACY

In 2025, Moving the Goalposts (MTG) set out to advance climate awareness among girls, empower their agency on climate issues, and strengthen the organisation’s own environmental sustainability. We created our first environmental, social and governance (ESG) report and successfully launched the Green Dreams Solar Project, transitioning the office to solar power and saving approximately Ksh. 40,000 (USD 309) within two months, and the release of the “Match Day for the Planet” toolkit to drive community-led climate action through football. Staff also participated in climate-related training with global partners such as United Nations Institute for Training and Research (UNITAR), UN Climate Change, and Adidas.

Despite these accomplishments, MTG encountered challenges: while girls’ participation in climate activities held steady and their perceived agency remained high, overall climate awareness declined, with significant drops in general awareness, desire to learn more, and knowledge of the causes of climate change. MTG’s analysis links this to reduced program intensity and missed training targets, not a loss of underlying agency.

The groundwork laid through agency-building, practical participation, and organisational commitment positions MTG for renewed momentum. With additional donor support, climate action can shift from an intermittent focus to a fully integrated pillar of MTG’s work, restoring progress and deepening impact for the girls and communities it serves.

Impact 5 | Climate Agency and Environmental Awareness



Programme documentation attributes the decline in awareness indicators to reduce climate programming intensity and zero climate champions trained against a target of 15.

Climate outcome trends

6. MTG PARTNERSHIPS

In 2025, MTG made impressive strides in both its mission and its operations. Working hand in hand with the Kilifi County Department of Health, local schools, and community leaders, MTG helped more girls return to school and access crucial mental and reproductive health services. By joining forces with respected partners like the International Centre for Reproductive Health and the Aga Khan Foundation, MTG expanded its reach and impact across the region.

MTG's commitment to innovation was clear in its adoption of the *Take 5 methodology*, which prepares young girls with valuable life skills, and in its efforts to empower girls' voices through literacy and storytelling. The organisation's involvement in high-profile forums and summits gave girls opportunities to shine and influence their communities.

MTG also took important steps towards long-term sustainability. Producing its first ESG report and transitioning to solar power showed that MTG is determined to work smarter and become more resilient. Through these efforts, MTG is not just changing lives; it's building a stronger, brighter future for girls and the communities they call home.



FINANCIALS

Moving The Goalposts (MTG) adopted the new International Non-Profit Accounting Standards (INPAS), reinforcing its commitment to transparent, accountable, and internationally recognised financial reporting. The financial statements audited for the year ended 31 December 2025 were prepared in accordance with INPAS and independently audited, thereby confirming a true and fair view of MTG's financial position.



Total income
(grants & donations)

KSHS 59.8
million

\$462,959



Total
Expenditure

KSHS 64.8
million

\$501,733



Programme
Expenditure

KSHS 62.7
million

\$485,473



Operating result
(deficit)

(KSHS 5.0)
million

(\$38,704)

*USD to KES exchange rate: Ksh 129.17 to USD 1

Programme expenditure accounts for 97% of total expenditure, a strong indicator that donor funds are flowing directly into girls' programming rather than overheads. The modest deficit reflects deliberate programme expansion and investment during the year rather than a structural shortfall. It is being actively managed through the diversified funding strategy and cost-saving measures (including the solar transition) described in this report.

MTG's finance team continues to strengthen internal controls, donor reporting timeliness, and grant compliance systems, supporting the organisation's ambition to grow as a trusted, transparent partner for institutional and individual donors alike.

MTG IN 2026

The 2025 evidence highlights several key priorities for MTG in the upcoming year. The organisation will improve its sexual and reproductive health programming by providing more practical, method-specific information and improving youth-friendly service connections to ensure that increased knowledge leads to informed choices and protection.

In education, continued focus on scholarships and reintegration is important, alongside stronger efforts in early pregnancy prevention and cross-departmental case management. Livelihoods initiatives need to be redesigned to align with local labour market opportunities and offer more practical financial skills.

Football and leadership programs should aim to translate the confidence built on the field into broader civic and community leadership. Additionally, climate programming must regain focus, with dedicated advocates and consistent visibility to maintain girls' agency in this area. MTG continues to present a strong case for investment due to its proven results, community trust, and data-driven approach, positioning ourselves to deepen impact and address identified gaps with the right support.



MTG @25: CELEBRATING THE LEGACY. INSPIRING THE FUTURE.



As we close 2025, we also look ahead to a remarkable milestone, celebrating 25 years; a quarter of a decade transforming the lives of girls and young women in Coastal Kenya!



For 25 years, Moving The Goalposts has partnered with girls, young women, families, and communities to unlock potential through sport, advancing leadership, education, health, and gender equality. Our silver jubilee will celebrate the collective achievements of everyone who has been part of this journey while inspiring renewed commitment to create even greater opportunities for the next generation of girls and young women. We look forward to celebrating this milestone with you.

IMPACT STORIES



Hope Reborn

by Mercy Manoso – Dida Dispensary Support Group, Kilifi County.

Through the support of MTG staff and health workers, I realised that becoming a young mother did not mean my life was over. Instead, I learned that I still had the power to make choices about my future. Access to accurate information on reproductive health and family planning helped me make informed decisions, while the encouragement I received gave me the courage to return to school.

Today, I am in Form Four and progressing well in my studies while caring for my child. The hopelessness that once defined my days has been replaced by determination and optimism. I now believe in my ability to create a better future for both my baby and me.

This journey has taught me that young motherhood does not have to mean the end of education, ambition, or opportunity. The support I received restored my hope, confidence, and sense of purpose. More importantly, it showed me that with the right guidance and encouragement, it is possible to overcome challenges and continue pursuing your dreams.

I hope my story encourages other young mothers who may feel trapped by their circumstances. I want them to know that their situation does not define them and that there is always hope for a brighter future. By sharing my experience, I also hope to challenge the stigma often faced by young mothers and highlight the importance of psychosocial support, education, and informed reproductive health choices in helping young women build healthier, more empowered lives.

When I became pregnant, I felt like my future had been taken away from me. I believed my dreams were over.

At just 17 years old, I found myself facing a reality I never expected after becoming pregnant while in Form Two. I dropped out of school and struggled with feelings of regret, shame, and uncertainty. Caring for my baby felt overwhelming, and without the information or support I needed, I began to believe that early motherhood was the end of my education and the future I had imagined for myself.

Everything began to change when I joined the Young Mothers Support Group at Dida Dispensary through Moving the Goalposts (MTG).

The monthly psychosocial support sessions became more than just meetings; they became a safe space where I could share my experiences, learn from others, and slowly rebuild my confidence. For the first time in a long while, I felt heard, valued, and understood.



Taking the Lead

by Salma Masumbuko, Mzongoloni, Kilifi

During team meetings and practice discussions, I was encouraged to speak. At first, my voice would shake. But the pitch became my safe space. Mistakes didn't feel heavy there; they felt like part of learning. Every time I stepped forward to lead a drill or share a simple strategy, something inside me loosened. My fear didn't disappear overnight, but it slowly started to lose its grip on me.

Then something unexpected happened: the confidence I was building on the field followed me into the classroom and beyond.

I began asking questions. I started participating in lessons. My performance in school improved because I was no longer holding myself back. I realised that the discipline I was learning in football—showing up, practising, improving bit by bit—was the same discipline I needed in my studies and in life.

Over time, I transformed from a shy player into a field leader. Today, I lead other girls and young women, helping organise our league and walking with them through the same journey.

For years, many in my community believed football was a distraction for girls. My story stands as a different truth. Sport didn't take me away from my education; it brought me back to it and myself. It gave me focus, discipline, and the courage to succeed in school and in life.

Now, when I stand in front of others, I am no longer just speaking for myself. I am speaking for every girl who still believes her voice is too small. I used to be silent. Today, I lead.



Before 2022, I was the girl who avoided attention. Silence felt safer than speaking. Even in small groups, I would shrink into myself, overwhelmed by shyness and fear of saying the wrong thing. In class, I rarely raised my hand, and in my community, I avoided attention altogether. I had ideas and ability, but no confidence to let my voice be heard.



Everything began to change when I joined Moving the Goalposts (MTG) in 2022.

At first, it was just football. But it soon became something much bigger: a space where I slowly began to find myself. It wasn't just the game; it was the people around it. My teammates, MTG staff, and even teachers who noticed my participation made room for me. They didn't push me aside or speak over me; they invited me in.



Paying It Forward

by Mercy Kahindi Kitsao, Mental Health Champion

I never imagined that one day my peers would come to me for support, or that I would have the courage to help my own family talk through difficult situations.

I am 14 years old and come from Chapungu League Field in Bamba Division, Kilifi. Today, I am proud to be a Mental Health Champion, helping my peers understand their emotions, resolve conflicts, and find healthy ways to cope with challenges. But this was not always my story.

Before joining MTG, I did not know what mental health was. I could not explain it, understand its importance, or recognise how it affected my daily life. I would come to the field to play football and then return home.

When I was selected to attend the Mental Health Champions training, I was surprised. I never expected to be chosen or trusted with the responsibility of teaching and supporting other young people. At first, I wasn't sure I could make it. However, the training opened my eyes to a new understanding of myself and those around me.

Before the training, there were times when I sat in class feeling irritated, confused, or simply not okay, without understanding why. Through the sessions, I learned about emotions, stress, and mental wellbeing. I began to understand myself better and developed skills that helped me manage my feelings in healthier ways.

The impact extended beyond school and into my home. My parents often quarrelled, and witnessing those arguments affected me and my siblings emotionally. Before, I did not know how to express how their conflicts made us feel. The training gave me the confidence to speak up. I sat down with my parents and shared my concerns, explaining that when children witness constant arguments, it deeply affects them. I encouraged them to discuss their disagreements peacefully and away from us whenever possible. It was one of the bravest conversations I have ever had.

Today, I use what I learned to support other young people in my league field and at school. I help my peers resolve disagreements, encourage peaceful communication, and create safe spaces where they can talk about what they are going through. Being a Mental Health Champion has shown me that sometimes, simply listening to someone can make a big difference.

One of the young people I supported is Sabina Kadzo. After losing her father, she felt lonely and overwhelmed. I worked with her to manage her grief.

'When I spoke to Mercy, she listened to me and taught me different ways of coping with stress. Her support helped me feel less stressed, and today I am doing much better.'
Kadzo explained.

Knowing that I have been able to make a positive difference in someone else's life is one of my proudest achievements. The training did more than teach me about mental health; it helped me discover my confidence, find my voice, and become someone others can turn to for support.

Today, I am not only a football player. I am a Mental Health Champion, a peer mentor, and a young leader helping create a healthier and more supportive community for others.

PICTORIALS





THANK YOU

MTG would not have been able to make these strides without our partners and funders whose support, feedback and leadership shaped our growth in 2025. We value your partnership and your continued trust in our work. We also thank the girls and young women whose participation, leadership, and feedback shaped the organisation's growth in 2025. Their voices remain MTG's most vital source of accountability and guidance.

Our Partners



Our Social Enterprise Clients



Schools in Kilifi County

APPENDIX

Selected Verified Metrics for 2025

Area	Indicator	Indicator	2025 Endline / Achieved
Health	Girls feeling safe in community	Girls feeling safe in community	92.7%
Health	Girls with SRHR knowledge (3+ aspects)	Girls with SRHR knowledge (3+ aspects)	55.1%
Health	Know how to report GBV	Know how to report GBV	60.0%
Education	School fees cited as barrier	School fees cited as barrier	35.0%
Education	Menstruation-related absence	Menstruation-related absence	5.3%
Education	School enrolment	School enrolment	94.8%
Football	Improved football skills	Improved football skills	85%+
Football	Leadership confidence	Leadership confidence	55.0%
Climate	Climate awareness	Climate awareness	44.0%
Cross-cutting	Annual Girls Survey cohort retention	Annual Girls Survey cohort retention	305 located / 98.1% retention



MOVING THE GOALPOSTS

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YouTube Channel: <https://www.youtube.com/@MovingtheGoalposts>