

CASE STUDY

EMPOWERING GIRLS



Region: Africa (Kenya)

Project Name: Moving the Goal Posts (MTG)

In an area of Kenya home to some of the world's poorest and most disadvantaged girls, early and unwanted pregnancies, and vulnerability to HIV/AIDS, leads to low retention in school, trapping them in a cycle of poverty. MTG, Kilifi uses the power of sport to tackle these issues, developing essential life skills, such as, confidence, leadership, and self-esteem. The project challenges stereotypes, and supports girls to stay in, or return to, education, enabling them to access the many benefits of attending school, including participation in curriculum physical education.

Reach

3000+
SINCE 2001

Age

5-24

Number of partners

22

Impact

Increased leadership and decision making skills observed among girls involved in the project

Increased support for girls in education and economic opportunities – in 2012 904 girls were supported to either stay in, or go back to, school

At the end of 2012 97% of girls involved in the project reported that their family, friends, and members of the community think it is a good idea that girls are playing sport

The project is entirely run by girls, and in 2012 it trained 110 peer educators, 11 counsellors, 170 coaches, 130 referees, 127 first aiders, and 35 field leaders

Further details: www.mtgk.org