

# ANNUAL REPORT 2017



Photo: Tom Osborn

**GRANDMOTHER**  
**PROJECT** **CHANGE THROUGH CULTURE**

*Confidence builds power. Thanks to these training sessions we have become more confident and now we can fully play the role expected of us. It is the first time I ever heard of training of grandmother leaders. Before, we were working away but we went unnoticed. Because of this training we now feel more useful to our communities, to our families and especially to our girls.*

A Grandmother Leader who participated in GMP's  
Under-the-Tree Leadership Training

*This is a project that promotes peace because it strengthens understanding and solidarity between community members. This project is contributing to improving the living conditions of communities by encouraging them to dialogue and to communicate about the development of their villages and the development of future generations.*

President of the Coranic Schools  
Association, Nemataba



Photo: Tara Rice

*Parents don't have confidence in their girls because they fear that they will get pregnant before they get married. That's why they often give them away in marriage at a young age. Now everyone has understood that girls too can succeed at school and with grandmothers helping to protect them, we have hope now. It is the grandmothers who have restored parents' confidence in us and also they have given us more confidence.*

Young adolescent girl



## **A message from the Executive Director and President of the Board of Directors**

The Grandmother Project – Change through Culture (GMP) had another busy and productive year in 2017.

With generous support from donors and individuals, GMP trained and empowered **80** Grandmother Leaders in southern Senegal who are now providing ongoing support and advice to **230** adolescent girls. We expanded our Girls' Holistic Development program to promote change in harmful traditions through intergenerational approaches that empower communities. We strengthened capacity of **15** NGO program managers from Senegal, Chad, Niger, and Mali in approaches to improve intergenerational communication and dialogue on key issues facing women and girls in their community programs.

GMP began integrating inclusive and intergenerational teaching approaches into Senegal's national training schools to sustain efforts to make schools more culturally relevant to children and families and increase attendance. We completed a Teacher's Guide on Integration of Positive Cultural Values into Schools and held 12 workshops with **325** primary and secondary teachers to introduce the guide and its use, including involving grandmothers in the classroom.

GMP's previous investments in education in a neighboring geography produced impressive results that were documented in 2017. **75%** of students in GMP intervention sites successfully passed the national primary school completion exam, compared to **53%** students completing it regionally and **57%** nationally.

GMP also continued to document other results of our work. The USAID PASSAGES Project continued to document and evaluate GMP's Girls' Holistic Development strategy. GMP staff also coordinated with a social scientist to evaluate the results of GMP's Grandmother Leadership training. This increased evidence will help promote GMP's work and help attract additional funding so that we may continue to expand and deepen our programs.

As an organization, GMP continued to strengthen itself. We computerized our financial system. With volunteer support, we reinvigorated our Facebook page and launched a beautiful new website so we can better communicate the results of our great work to a wider audience.

We thank you for your support to GMP – read more in the following pages about all that we were able to achieve in 2017 with your generosity. Together we can continue our journey to empower grandmothers and communities to improve girl's education and reduce incidences of harmful traditions, in Senegal and throughout West Africa.

**Judi Aubel**  
Executive Director

**Mark McEuen**  
President of the Board

# Contributors and collaborators

## MAJOR DONORS

Cathy and William Osborn  
Elizabeth Mealey  
Linda Whitton

## PARTNER ORGANIZATIONS

Actions Sans Frontieres  
British Embassy in Senegal  
Canadian Embassy in Senegal  
Dutch Embassy in Senegal  
Dining for Women  
Nando Peretti Foundation  
Rockdale Foundation  
Save the Children/USAID  
Tavola Valdese Foundation  
Ministry of Education, Senegal  
Nutrition International, Canada  
UNICEF/Senegal

## PARTNER UNIVERSITIES

Rollings School of Public Health, Emory University, Atlanta  
School of Public Health, The Hague, Holland  
Institute of Reproductive Health, Georgetown University, Washington, D.C.  
Cheikh Anta Diop University, Dakar  
Ecole Nationale d'Economie Appliquée, Dakar  
Ecole Nationale des Travailleurs Sociaux Spécialisés, Dakar

# Our Mission

Grandmother Project – Change through Culture (GMP) is an American and Senegalese non-governmental organization (NGO) established in 2005.

The mission of Grandmother Project is: to improve the health, education and wellbeing of children, girls and women in Africa.



Photo: Tara Rice

Empowering Grandmothers to Empower Girls



# Change through Culture

GMPs' innovative approach to promoting positive change in communities is referred to as *Change through Culture*. This strategy for change is based on 4 key concepts:

- **Building** on cultural values and assets, including the knowledge and experience of elders;
- **Creating** consensus for change through dialogue;
- **Strengthening** communication between generations;
- **Empowering** leaders and groups to improve community well being.



*"A Cultural and Intergenerational Approach to protect and promote Girls' Holistic Development". International Day of the Girl Child, Oct.11, 2017*

When development programs recognize culture, they can produce change rooted in a community's own values, knowledge and lifestyle and thus they tend to be more successful. When development programs impose external cultural values, they damage the operating system by devaluing indigenous knowledge and local capacity on which communities are built.

UNESCO 2001

Why Grandmothers? **Because we want long-lasting change in African communities.** Grandmothers have great influence and authority in families, and both women and men follow the advice of their mother and mother-in-law as a sign of respect. **Grandmothers are an important resource for change when it comes to women and children, and especially girls.**



**“I was so surprised and pleased when they invited the grandmothers to participate in the training sessions. In the past, it was only the younger women who were invited. If we aren’t involved how can we learn new things?”**

Grandmother Leader, Egge



# 2017 Accomplishments

GMP's **Change through Culture approach facilitates lasting change** on key issues concerning the well being of women, children, and especially girls. In 2017 our Senegalese staff continued to influence change using a two-pronged approach:

1. **Empowering communities** to drive their own development
2. **Building the capacity of other organizations** to adopt a grandmother-inclusive and intergenerational approach.

## Results of GMP 2017 Programs to Empower Communities

### Promoting Girls' Holistic Development

Objective: to increase girls' success at school while decreasing harmful traditions such as child marriage, teen pregnancy, and female genital mutilation. In 2017 we:

1. Conducted twelve Intergenerational Forums with 90 participants.
2. Conducted three Women and Girls Forums with 75 participants.
3. Organized numerous community radio broadcasts to inform and promote activities.
4. Organized 360 "Under the Tree" non-formal education sessions of girls' holistic development topics with grandmothers, mothers and girls.





## Improving the Quality of Education

Objective: to integrate positive cultural values into classrooms to make schools more culturally relevant to children and families. This approach increases school attendance and children's school performance. In 2017 we:

1. Published Teachers' Guide: Integrating Cultural Knowledge and Traditions into Preschool and Primary School Programs.
2. Conducted 12 teacher workshops for 325 teachers on use of the Teacher's Guide.
3. Teachers in 52 schools conducted sessions on values education with 6,935 students.
4. Conducted 7 story-telling competitions with 700 children.
5. Conducted 2 grandmother-teacher workshops with 20 teachers and 25 grandmothers



## Building Social Infrastructure and Resilience

Objective: to strengthen the knowledge and confidence of community leaders and groups to take action to prevent and solve problems. In 2017 we:

1. Conducted leadership-training sessions with 60 grandmother leaders impacting 1,512 women, girls and other community members.
2. Organized 3 Days of Solidarity with 75 participants
3. Organized 12 Intergenerational Forums with 312 community members and 36 teachers

*We were gathered here today with all generations. This is the first time this ever happened in our village. We discussed a lot and after much discussion we decided ourselves what we need to do. Grandmother Project didn't tell us to do this or don't do that. Each of us gave our opinions regarding the topics discussed. It is our responsibility to ensure the follow-up of our discussions. We are the only ones who can initiate the changes that need to come about in our community. Now there is a sense of solidarity between us to continue the process that was started with you.*

A village headman at the end of a two-day intergenerational forum organized by Grandmother Project



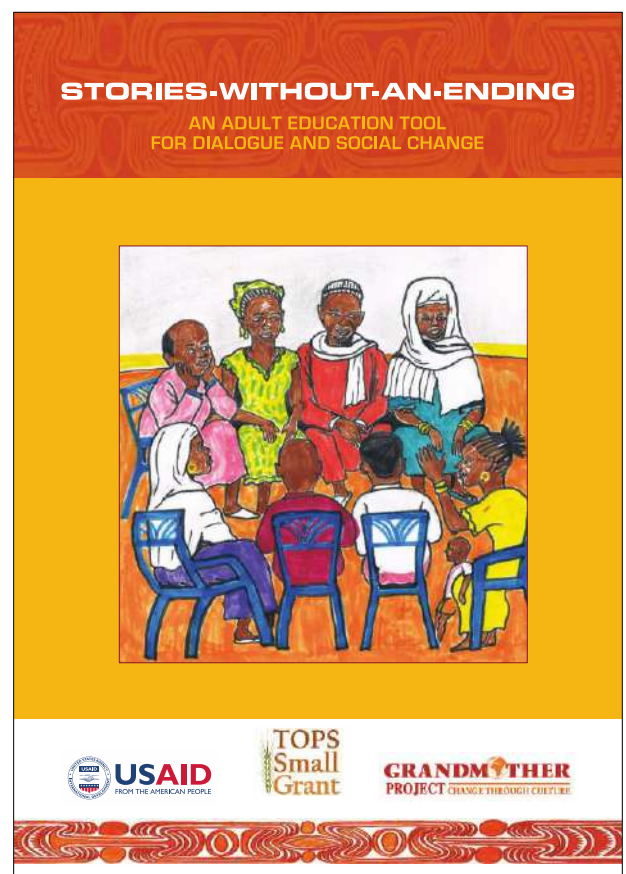
Intergenerational Forum

## Improving Maternal and Child Health and Nutrition

Objective: to promote change in social norms related to Maternal and Child Health Nutrition. In 2017 we published *Stories Without an Ending: An Adult Education Tool for Dialogue and Social Change*. This participatory tool can be used widely in programs dealing with health and nutrition issues, but also with other child protection and education issues.

*These stories encourage dialogue and reflection. They don't tell people what to do. They get them to listen to different ideas and make their own decisions about what to do by combining "old" and "new" ideas.*

Falilou Cisse  
GMP Community Development Coordinator





## Results of GMP 2017 Programs to Build Capacity of Other Organizations

Objective: to build capacity of other NGOs on Change Through Culture Approach.

In 2017 we:

1. Trained 122 staff of international and local NGOs from 10 countries on the Change through Culture approach
2. Conducted 2 grandmother-teacher workshops with 20 teachers and 25 grandmothers
3. Conducted 2 workshops with 35 members of Departmental Committees on Child Protection
4. Conducted 1 workshop on GMP's Change through Culture approach in Sierra Leone with 22 NGO staff and Ministry of Education participants.



GMP Workshop on Change through Culture Approach with NGOs in Sierra Leone

*We are asleep and forgetting our culture. We need to wake up and embrace our culture. The Change through Culture approach is a revolutionary idea but my fear is that people will reject it. I call on all development practitioners and partners to embrace this idea as I know it will yield positive results.*

Sheku Tarawally, Pikin-to-Pikin, Local NGO

# 2017 Project Spotlight

## *Teachers' Guide: Integrating Cultural Knowledge and Traditions into Schools*

The loss of cultural values and identity among young people is a major concern throughout Senegal. In collaboration with the District Education Office of Velingara, in the south of the country where GMP is working, GMP developed a program to promote positive cultural values in schools and in communities. To support teachers, a *Teacher's Guide: Integrating Cultural Knowledge and Traditions into Preschool and Primary School Programs* was developed with funding from the Rockdale Foundation.

The Guide is written in French and can be adapted by teachers for use in preschools, primary and secondary schools.



**Schools should not only teach reading and writing. As I see it, our society has lost its way and the teaching of positive cultural values in schools will help children to discover and to resuscitate our positive traditions that are essential to our lives.**

Diawo, President of the Teacher-Parent Association

**It is important for children and adolescents to know about their culture. Thanks to our culture people can live together and respect each other.**

Sadio, an elementary school girl



## 2017 Project Spotlight

### *Very positive results of grandmother-inclusive maternal and child nutrition program in Sierra Leone*



In Sierra Leone, as elsewhere in Africa, grandmothers play an influential role with pregnant women and with children from their first days of life, advising on all nutrition and health matters. Between 2014 and 2017, GMP's Change through Culture approach was used by World Vision in a community maternal and child nutrition project in Sierra Leone. GMP provided technical assistance to World Vision staff to develop the community program and trained them in the grandmother-inclusive and adult education approach.

At the outset and conclusion of the 3-year project, the School of Public Health at Emory University conducted research to assess the impact of the grandmother-inclusive strategy.

This was the first time that a rigorous assessment was done to compare results of a nutrition program in areas where grandmothers were involved with other areas where they were not involved. The results of the research showed grandmothers' involvement had very positive effects on the advice they gave to young women and on their own practices with newborns. Where grandmothers were involved pregnant women gained more weight and their babies had higher birth weights. These are very significant findings that demonstrate first, the ability of grandmothers to adopt new ideas and practices and second, the influence that they have on the attitudes and practices of young mothers.

World Vision is hoping to expand use of the approach in other countries where they are working. This is a real success story for Grandmother Project related to our goal to build capacity of other organizations to use a grandmother-inclusive approach.

# **Governance and Human Resources**

## ***Board of Directors***

### **President**

Mark McEuen – Dexis Consulting Group, Washington D.C.

### **Secretary-Treasurer**

Lillian Baer, Retired Director of African Consultants International, Dakar

### **Other Board Directors**

Dr. Erma Manoncourt, President, M&D Consulting Inc., Paris, France

Dr. Judi Aubel, Executive Director, GMP, Rome, Italy and Mbour, Senegal

Devika Gupta, Pfizer, New York

Bethany Brown, Human Rights Watch, New York

### **Board Advisors**

Carolyn Long, Retired Former Vice President of InterAction, Washington, DC

Susan M. Anderson, Founder & Former Director, ArtReach Foundation, Atlanta

Banda Ndiaye, Deputy Director for Africa, Nutrition International, Nairobi, Kenya

## ***Volunteers***

Grandmother Project is fortunate to have a dedicated group of 45 volunteers who donate their time and talents to GMP's work. These volunteers contribute primarily with translations, editing and communications. Lead volunteers are:

- Elizabeth Arif-Fear, Translation Coordinator, London
- Alice Orecchio, Social Media Assistant, Rome
- Vicky Dupont, Translations and Editing, Rome
- Jitendra Joshi, Volunteer Webmaster, Jodhpur, Rajasthan, India
- Alyssa Rychtarik, Social Worker, Barcelona

## ***Consultants***

- Anneke Newman, anthropologist, Brussels, Belgium
- Francesca Lulli, anthropologist, Rome
- Hamidou Soukouna, Senior Education Advisor, Dakar





GMP staff in Senegal

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Judi Aubel, Executive Director, Rome, Italy and Mbour, Senegal

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# 2017 Financial Summary

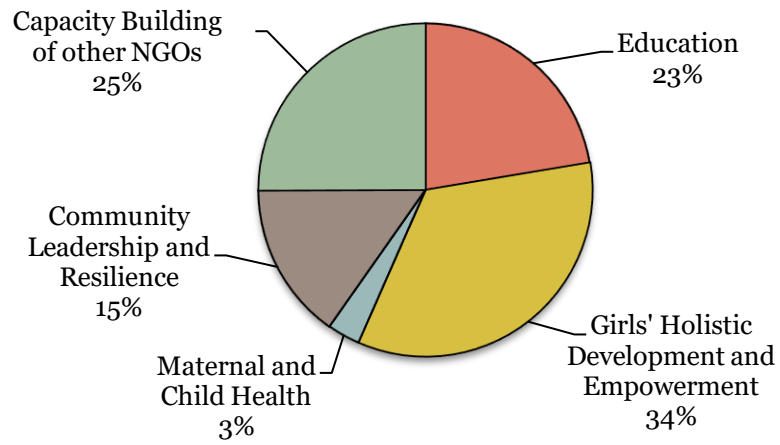
## REVENUE

	2016	2017
Private Contributions	72,226	66,120
Foundation and Embassy Grants	114,090	101,120
Funding from NGO Partners	82,389	33,162
GMP Training Courses	39,588	24,677
Sale of GMP Educational Materials	2,064	2,405
<b>Total Revenue</b>	<b>310,357</b>	<b>227,484</b>

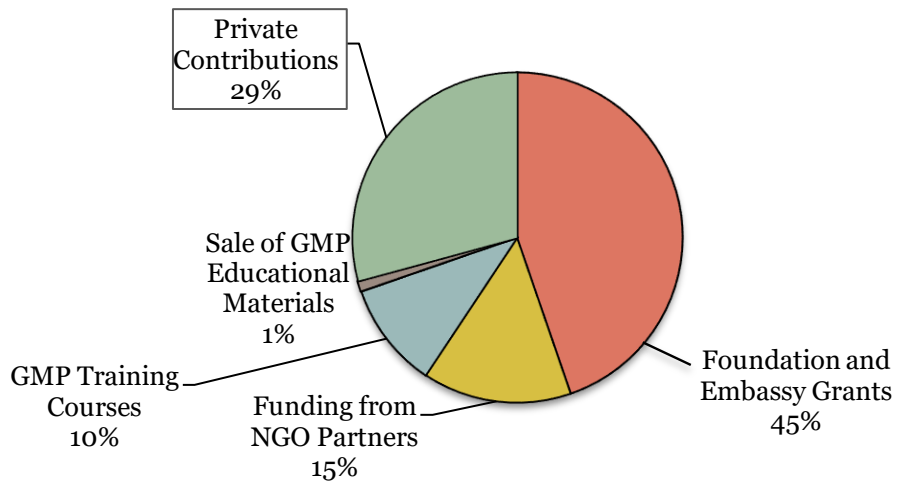
## EXPENSES

<b>Community Programs Costs</b>	2016	2017
Education	34,679	50,879
Girls' Holistic Development and Empowerment	49,257	77,899
Maternal and Child Health	56,177	7,238
Community Leadership and Resilience	36,617	34,499
Capacity Building of other NGOs	53,134	57,019
<b>Total Community Programs</b>	<b>229,864</b>	<b>227,534</b>
<b>Organizational and Administrative Support</b>		
Capacity Building GMP Staff	1,048	3,800
Admin & Financial	7,011	5,724
Business Development	11,334	12,273
External Communication	1,141	435
Vehicle repairs/maintenance/insurance	0	1,416
Office Costs	8,789	12,759
Banking and Accountant fees	1,491	1,583
<b>Total Organizational and Administrative Support</b>	<b>30,814</b>	<b>37,990</b>
<b>Total Expenses</b>	<b>260,678</b>	<b>265,524</b>
<b>Revenue less expenses</b>	<b>49,679</b>	<b>-38,040</b>
Net assets at beginning of year	65,863	115,542
Net assets at end of year	115,542	77,502

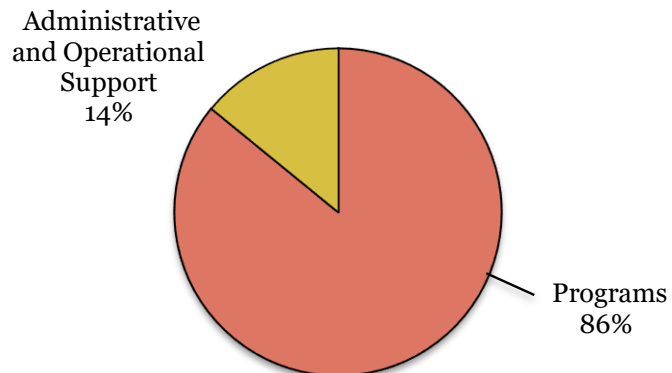
## Programs



## Revenue



## Operating and Program Expenses





# Support Grandmother Project

## Donate

Every gift helps us to continue our important work to improve the lives of women and children. If you want to make a donation, visit our website at [www.grandmotherproject.org](http://www.grandmotherproject.org) and click on **Donate Now** or go to our Facebook page.

## Volunteer

As a small organization, with a small staff, we are always looking for volunteers to assist us with various tasks and projects, such as translations, graphic and web design, communications and fundraising. If you would like to donate your time and talents, or want more information on our work, write to us at [info@grandmotherproject.org](mailto:info@grandmotherproject.org).

## Contact Us

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***What an elder person can see sitting on the ground, a younger person cannot see even if he/she is on top of the tree.***

West African proverb heard in many different cultures



Photo: Tara Rice