

GRANDMOTHER
PROJECT CHANGE THROUGH CULTURE



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ANNUAL REPORT 2016

A MESSAGE FROM EXECUTIVE DIRECTOR AND PRESIDENT OF THE BOARD OF DIRECTORS

2016 was another productive but challenging year for The Grandmother Project – Change through Culture.

Several actions were taken to strengthen the organization itself. There was expansion of both the Board of Directors and Board of Advisors to include people both from the private sector and with extensive international development experience. A position was created for an experienced African professional to become our US based Partnership Development Office to support our resource mobilization efforts. This was made possible largely through a generous contribution from a GMP supporter. Additional and committed volunteers were also brought on board. Steps were taken to computerize our financial systems and to strengthen staff administrative and financial skills. All of these efforts have contributed to making GMP a more efficient and effective organization.

GMP's work in West Africa continues in Senegal with two programs to strengthen primary education and to promote Girls' Holistic Development (GHD). GMP's work to improve the quality of education by integrating positive cultural values and grandparents into schools received kudos from the Ministry of Education and from UNICEF in Senegal. We are actively seeking additional resources to expand this program as requested by the ministry.

GMP's work promoting GHD has received international attention. However, we still need hard evidence to prove that our grandmother-inclusive and intergenerational approach can bring about positive change related to girls' education, child marriage, teen pregnancy and female genital mutilation. In 2016 Georgetown University, with a USAID grant, began a research project to study the effectiveness of the GHD approach. Initial results of the research are very positive and increased evidence should help promote GMP's work and lead to additional funding.

GMP continues to expand its work to build capacity of other NGOs to adapt and use our innovative approach to empower communities and to promote positive change related to women and children's health, education and child protection. Partnership building and training continued in 2016 with NGO staff from 8 countries in West Africa. GMP hopes to be able to provide more support to other interested organizations in the future.

The resources available to GMP in 2016 came primarily from private foundations but also from private contributions. The big challenge that GMP continues to face is how to obtain multi-year funding that will allow us to: a) strengthen our human resources which would enable us to continue our important work promoting change at the community level and b) expand our efforts to build the capacity of other organizations in the GMP approach and methodology.

We are committed to turning challenges into opportunities.

Judi Aubel
Executive Director

Erma Manoncourt
President
Board of Director

MAJOR DONORS

Cathy and William Osborn
Elizabeth Mealey
Lisa Schreiber
Betsy and Ralph Stephens
Michael and Anne Waring

PARTNER ORGANIZATIONS

British Embassy in Senegal
Canadian Embassy in Senegal
Dutch Embassy In Senegal
Dining for Women Foundation
Nando Peretti Foundation
Rockdale Foundation
Save the Children/USAID
Tavola Valdese/Otto per Mille
Ministry of Education, Senegal
Micronutrient Initiative, Canada

PARTNER UNIVERSITIES

School of Social Work, Dakar, Senegal
Rollings School of Public Health, Emory Univeristy, Atlanta
School of Public Health ,The Hague, Holland
Georgetown University, Institute of Reproductive Health/USAID
Cheikh Anta Diop University, Dakar

OUR MISSION

GMP's mission is to improve the health and well-being of women and children in the global south through grandmother-inclusive and intergenerational programs that build on communities' cultural values and resources.

To carry out our mission, we work at two levels:

1. With Communities: We work directly with communities to develop, document and evaluate innovative approaches to social change.
2. With Development Organizations: We build the capacity of other organizations to implement programs using our Change through Culture approach.

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 mothers and mothers-in-law as a sign of respect. **Grandmothers are an important resource for change when it comes to women and children, and especially girls.**

CHANGE THROUGH CULTURE

Grandmother Project works with communities to improve the lives of women, girls and all children using an innovative Change through Culture strategy. This approach leverages individual, community and cultural strengths to promote positive change, by...

Building on cultural values and assets, such as 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.

WHAT WE'VE ACCOMPLISHED

GMP's **Change through Culture approach facilitates lasting change** on key issues concerning the well-being of women, children, and especially girls. In 2016 our Senegalese staff continued to regularly engage community members in dialogue and other activities to create and sustain positive change.

RESULTS OF GMP 2016 PROGRAMS IN FIVE KEY AREAS

<p>Education</p> <p>Integrating positive cultural values into classrooms increases school attendance by making schools more culturally relevant to children and families</p> <ul style="list-style-type: none"> • 8,027 pre-school, primary and secondary school children • 239 Preschool, primary and secondary school teachers 	<p>Girls' Holistic Development</p> <p>Increasing girl' success at school while promoting change in harmful traditions such as child marriage, teen pregnancy, and female genital mutilation</p> <ul style="list-style-type: none"> • 1550 Grandmothers • 378 Adolescent Girls • 383 Mothers of Adolescent Girls • 12 Community Health Workers • 139 adolescent boys
<p>Social Infrastructure/Resilience</p> <p>Strengthening the knowledge and confidence of community leaders and groups to take action to prevent and solve problems</p> <ul style="list-style-type: none"> • 310 Grandmother leaders trained in leadership for community change • 411 parents and elders including traditional community and religious leaders increased knowledge and capacity 	<p>Maternal and Child Health</p> <p>Educating family care-givers and decision-makers, especially grandmothers, on optimum health and nutrition practices to improve the well-being of young children and their mothers</p> <ul style="list-style-type: none"> • Support to the Micronutrient Initiative nutrition project in two regions of Senegal • Coordinated community study • Contributed to development of community strategy on nutrition
<p>Capacity Building of Other NGOs on Change Through Culture Approach</p> <ul style="list-style-type: none"> • 122 staff of international and local NGOs from 10 countries in West Africa were trained by GMP staff on the <i>Change through Culture</i> approach. 	

2016 PROJECT SPOTLIGHT: GRANDMOTHER LEADERSHIP TRAINING

With funding from Dining for Women and the Canadian Embassy in Senegal, GMP initiated The *Grandmother Leaders Project* to strengthen the leadership role of grandmothers in communities to prevent child marriage, teen pregnancy and female genital mutilation, and to keep girls in school.

In 2016, **310** Grandmother Leaders participated in ‘under-the-tree’ education sessions to build their capacity to lead positive change for girls. These empowered grandmother leaders coached an additional **1,550** grandmothers to actively support and protect girls. Feedback from grandmother leader participants demonstrates overwhelming appreciation for the training they received.

Grandmother Leaders’ Training Game



Evaluation of the grandmother leader training project revealed: 98% of grandmothers have taken collective action to solve community problems, many related to girls.

With the other grandmother leaders, we went to see the village chief after the training to discuss the education and development of our girls. We talked about the reasons why many girls don't do well in school and why they can't do anything other than marry early and stay at home. We all committed ourselves to work together to promote the education and development of young girls.

Grandmother Diabou

100% of the grandmothers reported that following the training they've improved their way of communicating with young girls.

These training sessions are the most meaningful and important of any I've ever attended. All of the topics we discussed will help us a lot to better support girls in our communities. Each one of us returned with lots of ideas that will allow us to strengthen our collective work, and also to rethink our methods of doing things, particularly concerning how we communicate with young girls.

Grandmother Coumba

GOVERNANCE & HUMAN RESOURCES

Board of Directors

President

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

Secretary-Treasurer

Lillian Baer, *Retired Director of African Consultants International, Dakar and Seattle*

Other Members

Banda Ndiaye, *Deputy Director for Africa, Micronutrient Initiative, Dakar, Senegal*

Judi Aubel, *Executive Director, Grandmother Project, Rome, Italy and Mbour, Senegal*

Marilyn Rice, *Executive Director, Marilyn E. Rice Consulting International, LLC, Washington, D.C., USA*

Pranay Ranjan – *Coca-Cola, Atlanta*

Bethany Brown – *Human Rights Watch, New York*

Devika Gupta – *Pfizer, New York*

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

Board Advisor

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

Staff and Offices

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

Anne Gahongayire, *External Relations & Partnerships Development Officer, Atlanta**

Program Assistants: Kathy Kane and Amy Drought, Rome, Italy *

Senegal staff:

Khady Cisse: *Administrative and Finance Officer, Mbour, Senegal*

Mamadou Coulibaly: *Program Manager, Velingara, Senegal*

Falilou Cisse: *Community Development Coordinator, Velingara, Senegal*

* home offices



Board of Directors

(Left to right) Pranay Ranjan, Erma Manoncourt, Susan Anderson, Lillian Baer, Bethany Brown, Judi Aubel, Marti Rice, Devika Gupta and Mark McEuen.

Volunteers

Grandmother Project is very fortunate to have a dedicated group of more than 20 volunteers who support us by donating their time and talents. These volunteers contribute primarily with translations, editing and communications.

2016 GMP FINANCIAL SUMMARY

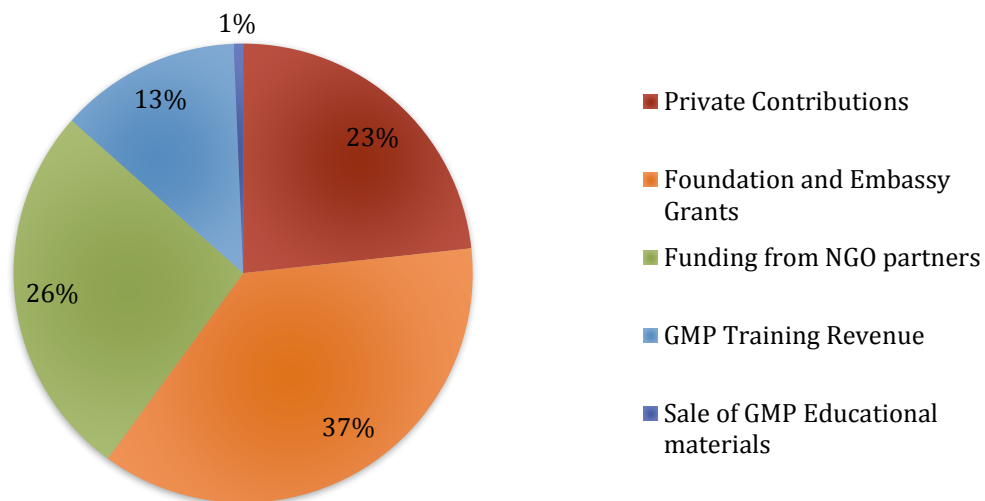
REVENUE

Private Contributions	72,226
Foundation and Embassy Grants	114,090
Funding from NGO partners	82,389
GMP Training Revenue	39,588
Sale of GMP Educational materials	2,064
Total Revenue	310,357

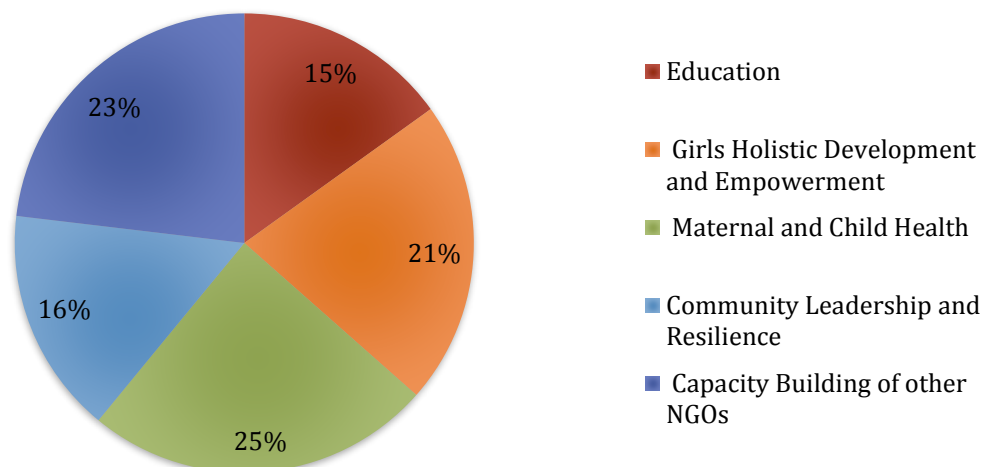
EXPENSES

Community Programs Costs	
• Education	34,679
• Girls Holistic Development and Empowerment	49,257
• Maternal and Child Health	56,177
• Community Leadership and Resilience	36,617
• Capacity Building of other NGOs	53,134
Total Community Programs	229,864
Operating Expenses	
• Capacity Building GMP Staff	1,048
• Business Development	11,334
• External Communication	1,141
• Office Costs	8,789
• Banking and Accountant fees	1,491
• Administrative & financial management staff	7,011
Total Operating Expenses	30,814
Total Program and Operating Expenses	260,678
Revenue less expenses	49,679
Net assets at beginning of FY2016	65,863
Net assets at end of FY2016	115,542
2016 resources committed for 2017 programs	42,000

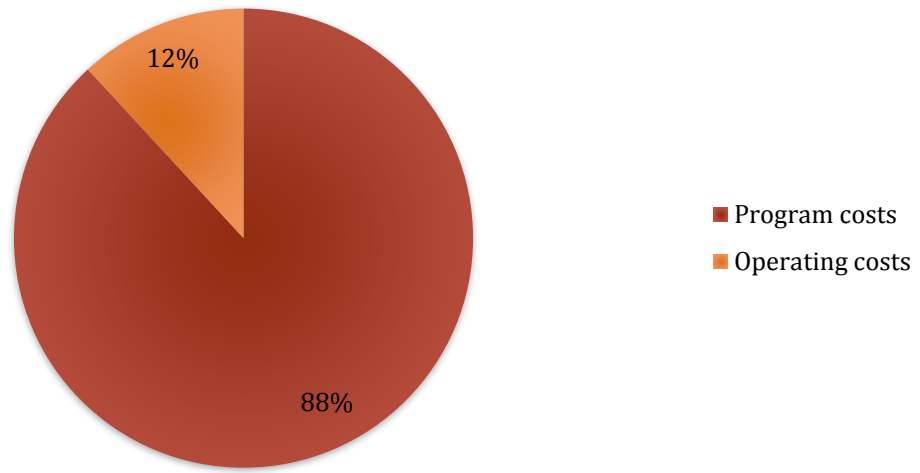
REVENUE



PROGRAMS



OPERATING & PROGRAM EXPENSES



GETTING INVOLVED

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 and click on **Support Us**.

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, administration, 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.

GETTING IN TOUCH

Visit our website: www.grandmotherproject.org

Email us at: info@grandmotherproject.org

We are on Facebook: **Grandmother Project**

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