



## **OUR MISSION**

The mission of Grandmother Project is to improve the health, education and well-being of children, girls and women in Africa.

66 Now, it is the time to invest in our daughters' education. When our school was first created girls didn't have the opportunity to complete their schooling. Now it is our responsibility to make sure they do.

Kadidiatou Diallo, Grandmother, Hamadallaye Almamy village

## 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, especially girls.



66 It is the grandmothers who are responsible for transmitting good values to the younger generations.

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

In 2019, the **Grandmother Project: Change through Culture (GMP)** documented its impact through quantitative and qualitative research and disseminated its approach at international conferences, through trainings, and with a new short video.

With support from **UNFPA**, **UNICEF**, the **Dutch Embassy** and **Dining for Women**, GMP trained 61 additional Grandmother Leaders and mobilized 3,023 community members to support Girls' Holistic Development in southern Senegal.

Our intergenerational program has helped girls stay in school, reduced early marriage and pregnancy, and changed cultural norms around female genital mutilation. We received contributions from many friends of GMP this year and are very appreciative. These resources are critical so that we can continue to invest in improving our financial management, monitoring and evaluation, and communications and outreach.

We hope you enjoy our 2019 Annual Report and look forward to your future support. Follow us on Facebook and on our website to keep up to date on our progress and impact. Supporting GMP is easier than ever through our website or through our Facebook page.



**Judi Aubel**Executive Director



**Mark McEuen**President of the Board

### **Contributors and Collaborators**

#### **MAJOR DONORS**

Cathy & William Osborn Elizabeth Mealey Erma Manoncourt

#### **PARTNER ORGANIZATIONS**

Actions Sans Frontières
Dutch Embassy in Senegal
Dining for Women
ViiV Healthcare Foundation
Ministry of Education, Senegal
UNICEF - Senegal
UNFPA - Senegal

#### **PARTNER UNIVERSITIES**

Rollings School of Public Health, Emory University, Atlanta Institute of Reproductive Health, Georgetown University, Washington, D.C. Cheikh Anta Diop University, Dakar Ecole Nationale d'Economie Appliquée, Dakar London School of Hygiene & Tropical Medicine



## Grandmother Project Empowers Communities: The Results

## 1

#### PROMOTING GIRLS' HOLISTIC DEVELOPMENT

#### **Objectives**:

- To increase girls' attendance and success at school
- To decrease child marriage, teen pregnancy and female genital mutilation
- To strengthen communication between generations

#### Participants in 2019 community activities:

- 320 community leaders participated in Intergenerational Forums
- 478 grandmothers, women and girls participated in Women & Girls Forums
- 14 community radio broadcasts promoted positive practices related to children, especially girls, with an estimated 27,000 listeners
- 2,001 community members participated in "Under-the-Tree" non-formal education sessions
- 119 community members participated in "Solidarity and Dialogue for Girls' Holistic Development" days
- 91 community members participated in "Miss Traditional Values" celebrations
- 61 Grandmother Leaders from 11 different villages were trained

## 2

## INTEGRATING POSITIVE CULTURAL VALUES AND GRANDMOTHERS INTO SCHOOLS

**Objective**: to integrate positive cultural values into classrooms making schools more culturally relevant to children and families.

#### **Participants** in 2019 activities:

- 44 primary schools conducted sessions on values education with 6,130 students
- 278 storytelling competitions were held during the year

## Grandmother Project Empowers Communities: The Results

## 3

#### **BUILDING COMMUNITY SOCIAL INFRASTRUCTURE AND RESILIENCE**

**Objective:** to strengthen the knowledge and confidence of community leaders and groups to prevent and solve problems on their own.

#### Participants in 2019 activities:

- 430 grandmother leaders, 46 community leaders, 513 mothers, 817 young girls and 193 young boys developed capacity to solve problems
- 320 community members, including grandmothers, mothers, teachers, community and religious leaders and young girls and boys participated in 9 Intergenerational Forums, strengthening their solidarity to take collective action



## **EXPANDING THE CHANGE THROUGH CULTURE APPROACH TO OTHER ORGANIZATIONS**

**Objective:** to build capacity of other NGOs, training schools and universities to use a Change through Culture approach.

**Participants in 2019 activities:** 15 staff from Ivory Coast and Senegalese non-governmental organizations, universities and the Ministry of Education participated in GMP training on the Change through Culture approach.



## **Project Spotlights**

#### Women and Girls (WAG) Forums - Empowerment across generations

For girls in Senegal adolescence is a time of many risks: teen pregnancy, being forced into marriage before they are 18 and limited support for their education from their families. Grandmother Project works to strengthen communication between girls, mothers and grandmothers to support girls in this challenging time in their lives. Through intergenerational WAG forums, an innovative methodology developed by GMP, three generations of women come together, learn how to communicate better with each other, identify the most pressing issues facing girls in the community and together, identify possible solutions. The intergenerational forums encourage communication based on listening and dialogue and increase women's confidence and power to express their ideas and their dreams in both families and communities. In 2019, 478 girls, mothers and grandmothers participated in 16 WAG forums organized by GMP.

"This gathering gave us the opportunity to understand that listening and communicating openly is the best approach to talk about menstruation and the physical and psychological changes that our daughters experience during puberty. This approach helps reassure our girls and gives them confidence. If a girl has confidence in herself, it is easier for her to avoid the risks that she may face."

Coumba, mother, Hamdallaye Almamy village



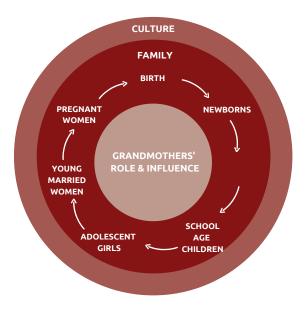
## Georgetown University research confirms effectiveness of Girls' Holistic Development (GHD) program

In December the Institute of Reproductive Health at Georgetown University published findings of their research on GMP's GHD program. They concluded that the GHD program has contributed to promoting change in social norms related to girls' education, child marriage, teen pregnancy and female genital mutilation (FGM). The study showed that grandmother leaders have played a key role in catalyzing these changes in their communities. The research also concluded that relationships between grandmothers and girls have been strengthened. "There is now greater trust between grandmothers and girls. Grandmothers have improved the way they communicate with girls using storytelling, riddles and humor especially for passing on messages on reproductive health."

## Key note speech at Grandmothers in Public Health international workshop in London

As part of GMP's strategy to introduce our grandmother-inclusive strategy into university programs, we have established a partnership with the London School of Hygiene & Tropical Medicine. As a part of this partnership, in May 2019, Judi Aubel, GMP Executive Director, gave the key note address at this historical event in London – the first international gathering on grandmothers and public health, organized by Professor Rebecca Sear. The presentation focused on "Grandmothers' role throughout the life cycle" as illustrated in the diagram, starting at birth. Participants in the event included anthropologists, demographers and public health academics. All of them expressed support for GMP's grandmother-inclusive work and the university created a "Grandmother Network" to perpetuate dialogue on this neglected topic.

#### Grandmothers' role throughout the life cycle



### **Governance and Human Resources**

#### **BOARD OF DIRECTORS**

#### **President**

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

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Amy L. Pojunas, Ingredion Incorporated, Westchester, IL

Drew Boshell, Executive Director, FINCA Canada

Carolyn Long, Retired Former Vice President of InterAction, Washington, D.C

#### **BOARD OF ADVISORS**

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



### **Human Resources & Volunteers**

#### **VOLUNTEERS**

Grandmother Project is fortunate to have a dedicated group of over 25 volunteers who donate their time and talents to GMP's work.

#### Lead volunteers are:

Domiziana Ferrari, Graphic Design & Creative Media Consultant, Rome, Italy Jitendra Joshi, Webmaster, Jodhpur, Rajasthan, India Alice Orecchio, Social Media Assistant, Rome, Italy

#### **Translators & Editors**

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#### **CONSULTANTS**

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### Staff

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Oulèye Aw, Community Development Worker, Velingara, Senegal
Fatou Diamakan, Community Development Worker, Velingara, Senegal



## 2019 GMP Financial Summary

#### **REVENUE**

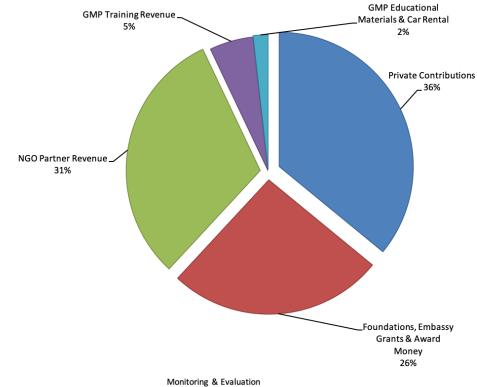
	2018	2019
Private Contributions	\$71,782	\$98,178
Foundation and Embassy Grants	\$60,436	\$41,635
NGO partners	\$99,984	\$84,809
GMP Training Revenue	\$26,144	\$14,390
Sale of GMP educational materials	\$4,484	\$1,777
Award money	\$0	\$29,342
Car rental	\$0	\$3,106
Total Revenue	\$262,830	\$273,237

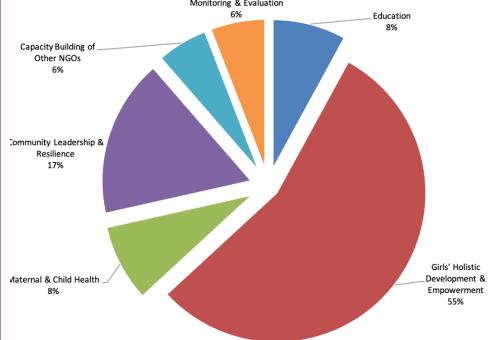
#### **EXPENSES**

Community Programs Costs	2018	2019
Education	\$9,094	\$18,399
<ul> <li>Girls Holistic Development and</li> </ul>	\$97,165	\$127,391
Empowerment		
<ul> <li>Maternal and Child Health</li> </ul>	\$0	\$19,261
<ul> <li>Community Leadership and</li> </ul>	\$32,727	\$39,501
Resilience		
<ul> <li>Capacity Building of other NGOs</li> </ul>	\$37,081	\$12,648
<ul> <li>Monitoring and Evaluation</li> </ul>	\$11,081	\$13,642
<b>Total Community Programs</b>	\$187,148	\$230,842
Operating Expenses		
<ul> <li>Capacity Building GMP Staff</li> </ul>	\$2,294	\$3,098
<ul> <li>Business Development</li> </ul>	\$4,296	\$9,546
<ul> <li>External Communication</li> </ul>	\$2,693	\$1,087
Office Costs	\$15,366	\$10,084
<ul> <li>Banking and Accountant fees</li> </ul>	\$927	\$1,182
<ul> <li>Administrative &amp; financial</li> </ul>	\$8,684	\$6,927
management staff		
Board Development	\$1,126	\$6,431
<b>Total Operating Expenses</b>	\$35,386	\$38,355
Total Program and Operating Expenses	\$222,534	\$269,197
Revenue less expenses	\$40,296	\$4,040
Net assets at beginning of the year	\$108,544	\$148,840
Net assets at end of the year	\$148,840	\$152,880

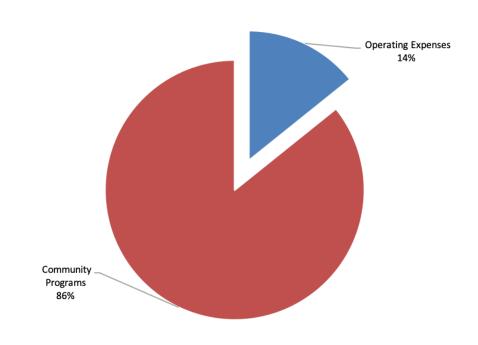
#### **REVENUE**

## COMMUNITY PROGRAM COSTS





PROGRAM & OPERATING COSTS



## 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 <a href="https://www.grandmotherproject.org">www.grandmotherproject.org</a> and click on **DONATE** or go to our Facebook page. You can also donate to our work via the crowdfunding platform Global Giving <a href="https://www.globalgiving.org/donate/73811/the-grandmother-project-inc/">https://www.globalgiving.org/donate/73811/the-grandmother-project-inc/</a>

#### **VOLUNTEER**

As a small organization with a small staff we use skilled volunteers to assist us with various tasks and projects, such as translations, graphic design, communications and fundraising. If you would like to donate your time and talents, or would like more information about our work, write to us at: info@grandmotherproject.org

#### **CONTACT US**

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Website: www.grandmotherproject.org Email: info@grandmotherproject.org Facebook: @Grandmother Project Instagram: @grandmotherproject The fact that the bee can produce honey is due to solidarity with the other bees. I think that the education of children is everyone's responsibility. If we want our children to be well educated, we must unify our hearts and be united.

Arfang, Community Leader in Saré Samba Nétti

