



# ANNUAL REPORT

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2020



# Our Mission

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

“*Now 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.

“*It is the grandmothers who are responsible for transmitting good values to the younger generations.*”

Satou Konté, girl, Saré Nagué village

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

None of us will forget what a tumultuous year 2020 was for everyone across the globe. The impacts and repercussions of the COVID-19 pandemic will be long-lasting in every community in the U.S. and around the world.

Thanks to your support, the Grandmother Project: Change through Culture (GMP) survived the year, our staff remained safe and healthy, and we were able to quickly adjust our community programs and support in southern Senegal. After several months of lockdown last spring, we managed to continue many of our activities that strengthen communities and support the holistic development of girls through intergenerational dialogue and grandmother leadership, albeit at a reduced scale, for example through small group meetings held safely distanced and outdoors. We supplied rural communities with soap for handwashing and donated 1,000 locally made masks to grandmothers and other elders in the Velingara communities.

With Senegalese children out of school between March and November with no access to computers or internet, GMP filled the gap by conducting summer learning activities for nearly 2,500 children from 25 different schools. Both girls and boys participated in a series of fun and engaging activities facilitated by 158 grandmothers from local communities and received a robust review of French and math supported by 33 teachers from local schools.

In November 2020, Georgetown University's Institute of Reproductive Health completed their comprehensive research on GMP's Girls' Holistic Development Program. The research concluded that our intergenerational and grandmother-inclusive approach contributed to very positive changes in community attitudes and practices related to girls' education, child marriage, teen pregnancy, and female genital mutilation. These results attest to the relevance and effectiveness of our approach and while GMP remains small, the importance of our work is increasingly being recognized at the national level in Senegal and internationally.

Unfortunately, due to the many competing demands for donors and individuals in 2020, financial contributions to GMP were greatly reduced and our 2021 and 2022 activities are under threat. More than ever before, your contribution to our work is invaluable in helping us to continue and expand our support to disadvantaged children, communities, and schools in Senegal and deliver groundbreaking results.

**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  
Brach Family Foundation  
Dutch Embassy in Senegal  
Dining for Women  
Ministry of Education, Senegal  
Symphysis Foundation  
UNICEF – Senegal  
UNFPA – Senegal

## PARTNER UNIVERSITIES

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  
University of Cincinnati, Cincinnati, OH  
University of North Carolina, Chapel Hill, NC

# Notes from the Board: Why I Believe in the Mission and Work of GMP



**Carolyn Long**

“I’ve had a very long career in international development and I support GMP because their approach to working with communities to create sustainable change in adolescent health and education is the best I’ve ever seen. Their work is based on an understanding of collectivist cultures, and they focus on relationships and contributions by all community members, especially grandmothers. This approach is different from many NGOs that attempt to convince individual girls to change their behavior. Building on the traditional role of grandmothers as leaders, GMP uses adult education methods to engage the community and facilitates inter-generational communication to enable all to discuss important issues, seek advice, consider options and decide, themselves, on the best solutions to avoid teen pregnancy, teen marriage, female genital mutilation (FGM), and keep girls in school.”



**Jennifer Hanks-Allaire**

“What attracted me to GMP is the possibilities of empowering grandmothers and change through culture. Throughout the world, grandmothers are often the most overlooked due to a number of discriminations and have been stripped of their role as wise and capable leaders. Culture is often ignored and increasingly lost, however it is important for identity and ignoring culture creates solutions which don’t work in practice. The Grandmother Project puts grandmothers at the top of the pyramid, where they belong, and in so doing allows culture to evolve and people to come together to build more resilient communities. It is crucial that the goal of the Grandmother Project is to expand research on the model and educate NGOs. In my experience speaking with many young global leaders, they often run into a ceiling in their work as they cannot find ways to engage and work with community elders. I believe GMP’s mission to expand methods and training in inter-generational work can have profound impact for change across a range of areas and offer a new possibility for community development. It seems clear that with the economic, humanitarian, and environmental strain in the wake of the COVID-19 pandemic, communities will need to be stronger and more resilient everywhere and we can’t afford to overlook important resources.”

# 2020 Accomplishments

## Results of GMP Programs to Empower Communities

### 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 2020 community activities:**

- 158 community leaders participated in Intergenerational Forums
- 462 grandmothers, women and girls participated in Women & Girls Forums
- 26 community radio broadcasts promoted GMP's community led approach to an estimated 118,700 listeners
- 12,603 community members participated in "Under-the-Tree" non-formal education sessions
- 99 community members participated in a "Solidarity for Girls' Holistic Development" day

### 2 INTEGRATING POSITIVE CULTURAL VALUES AND GRANDMOTHERS INTO SCHOOLS

#### **Objective:**

- Integrate positive cultural values into classrooms making schools more culturally relevant to children and families

#### **Participants in 2020 activities:**

- 55 primary schools conducted sessions on values education with 8,599 students
- 6 storytelling contests were organized in 4 community radios during the year
- 4,851 community members participated in vacation activities
- 2 workshops were organized with the participation of 74 teachers



# 3 BUILDING COMMUNITY SOCIAL INFRASTRUCTURE AND RESILIENCE

## Objective:

- Strengthen the knowledge and confidence of community leaders and groups to prevent and solve problems on their own

## Participants in 2020 activities:

- 3,446 grandmother leaders, 403 community leaders, 3,135 mothers, 4,763 young girls and 856 young boys
- 158 community members, including grandmothers, mothers, teachers, community and religious leaders and young girls and boys participated in 5 Intergenerational Forums





# Project Spotlights

## GMP COLLABORATION WITH CATHOLIC SCHOOLS TO PROMOTE VALUES EDUCATION

In December 2019, the two directors of the Association of Catholic School in Senegal (Office National de L'Enseignement Catholique du Senegal-ONECS) participated in GMP's annual Change-through-Culture workshop where they learned about GMP's unique approach to promoting Values Education.

In late 2020, ONECS requested GMP support to integrate its Integration of Positive Cultural Values into Schools (IPCVS) program into all 316 Catholic schools in Senegal. For ONECS, Values Education is a top priority and it also reflects the Ministry of Education's goal that "the Senegalese school system should produce citizens who are rooted in their cultural, spiritual, and moral values."

The GMP-ONECS partnership aims to provide schools with training and teaching materials to support adoption of IPCVS. GMP support, initially with 10 of the ONECS schools, would develop a team of ONECS trainers to support expansion of the program.



GMP is actively seeking resources to respond to the ONECS request with training and teacher materials so that they can progressively expand the IPCVS strategy to all 316 Catholic Schools.



# Project Spotlights

## GRANDMOTHER LEADERS CATALYZE THE PROCESS OF ABANDONMENT OF FEMALE GENITAL MUTILATION (FGM)

In January 2020, the Institute for Reproductive Health (IRH) at Georgetown University published the findings of their evaluation of the Girls' Holistic Development (GHD) program. A key finding of their study was that the actions of grandmothers extend beyond their families and they have become key agents of change in their communities. Grandmother leaders have been instrumental in catalyzing discussion on FGM, with influential members of the population, especially community elders, religious leaders, and other grandmothers, further encouraging them to revisit this age-old practice, in light of both health and religious factors, and come to a consensus on the need to abandon it. The grandmother leaders along with other community leaders, then have expanded the dialogue to lead to community-wide consensus for change.

This success offers several important lessons for future programs which aim to promote change in communities in favor of girls, boys, and women:

- In African communities, elders have status and power over younger generations and determine the social norms that structure family and community life. When approached respectfully and through dialogue, elders are not automatically opposed to change.
- Communities are more open and engaged with programs that adopt an approach in which positive roles, values and practices are encouraged and reinforced, while harmful ones are discouraged.

**“...Before, we did not have the courage to speak openly of female circumcision. Now, ever since we were trained as grandmother leaders, we have the ability and the courage to tackle any issue with the community, even FGM.”**

**-- Aissatou Mballo, GML from Moutoumba**

# Human Resources

## GRANDMOTHER PROJECT STAFF

Judi Aubel, Executive Director, Rome, Italy & Mbour, Senegal  
Khady Cisse, Administrative & Finance Officer, Mbour, Senegal  
Mamadou Coulibaly, Program Manager, Velingara, Senegal  
Famata Balde, Monitoring & Evaluation Officer, Velingara, Senegal  
Mamadou Diop, Financial & Administrative Assistant, Velingara, Senegal  
Ndeye Rama Balde, Community Development Coordinator, Velingara, Senegal  
Mariama Kande, Community Development Agent, Velingara, Senegal  
Ouley Aw, Community Development Agent, Velingara, Senegal  
Oumou Diop, Community Development Agent, Velingara, Senegal  
Fatoumata Balde, Community Development Agent, Velingara, Senegal

Alyssa Rychtarik, Program Development Advisor (part-time), Barcelona, Spain  
Francesca D'Asaro Biondo, Communication Assistant (part-time), Rome, Italy





# Volunteers & Consultants

## VOLUNTEERS

Grandmother Project is fortunate to have a dedicated group of over 36 volunteers who donate their time and talents to GMP's work. These volunteers contribute primarily with translations, editing and communications. Lead volunteers are:

Domiziana Ferrari, Graphic Design & Creative Media Consultant, Rome, Italy

Jitendra Joshi, Volunteer Webmaster, Jodhpur, Rajasthan, India

## TRANSLATORS & EDITORS

Anisha Mangtani, Bonnie Miller, Sheri Walters, Julien Rouwens, Kevin Marceau, Gill Navdeep Kaur, Jessica Inman, Ern Min Peck, Ima L Hicks, Charlotte Nicholson, Frederique Marty, Noelle Palmer, Sarah Brookshaw, Angélique Giachetti, William Young, Ivy Steele, Valerie Wadzanai Garwe, Catherine Gustafson, Valentina Dibiase, Mary Wood Beasley, Renee Barange, Yvonne Tarabal-Errea, Pat Violier, Marie-Therese Maurice, Hermine Durand, Rebecca Jayne Kelly, Chantal Roy

## CONSULTANTS

Anneke Newman, Anthropologist, Brussels, Belgium

Francesca Lulli, Anthropologist, Rome, Italy

Hamidou Soukouna, Senior Education Advisor, Dakar, Senegal

Sarah Morgan, Writer and Editor, UK

# Governance

## BOARD OF DIRECTORS

### President

Mark McEuen, Chief Operating Officer, Dexis Consulting Group, Washington, D.C.

### Secretary-Treasurer

Lillian Baer, Retired Director of African Consultants International, Dakar, Senegal

### Board Members

Judi Aubel, Executive Director, GMP, Rome, Italy & Mbour, Senegal

Gwen Young, Chief Operating Officer, Women Business Council, Washington, D.C.

Lynsey Farrell, Director, Africa Program, Lauder Institute and Senior Lecturer, Anthropology at University of Pennsylvania

Lisa Schreiber, President, LSK Consultants LLC., Washington, D.C.

Amy L. Pojunas, National Account Manager, Ingredion Inc., Westchester, IL

Drew Boshell, Executive Director – Canada, FINCA International, Washington D.C.

Jennifer Hanks-Allaire, President, Allaire Foundation, Boston, MA

Carolyn Long, Retired Former Vice President of InterAction, Baltimore, MD

## BOARD ADVISORS

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





# Financial Summary

## REVENUE

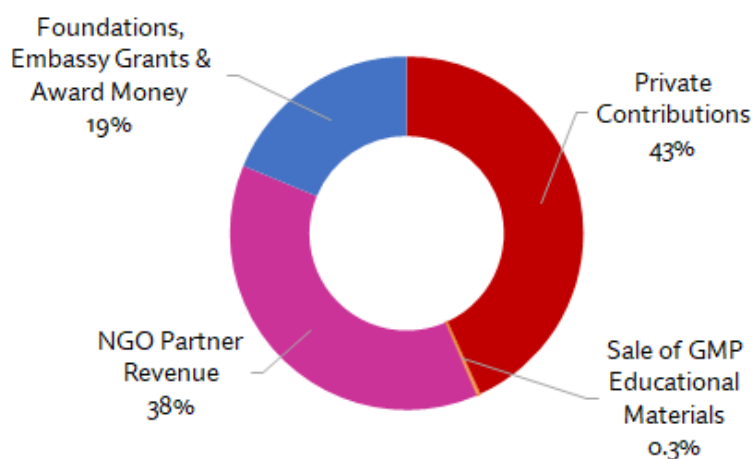
	2019	2020
Private Contributions	\$98,178	\$86,233
Foundation and Embassy Grants	\$41,635	\$37,479
NGO Partners	\$84,809	\$75,298
GMP Training Revenue	\$14,390	-
Sale of GMP Educational Materials	\$1,777	\$648
Award Money	\$29,342	-
Car Rental	\$3,106	-
<b>Total Revenue</b>	<b>\$273,237</b>	<b>\$199,658</b>

## EXPENSES

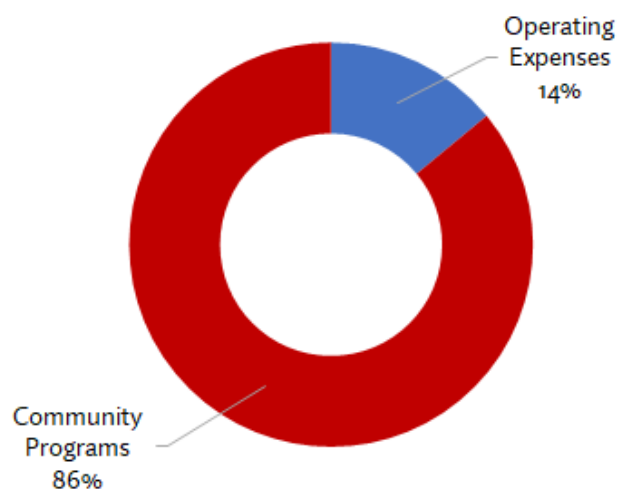
<b>Community Programs Costs</b>	2019	2020
• Education	\$18,399	\$18,021
• Girls Holistic Development and Empowerment	\$127,391	\$140,776
• Maternal and Child Health	\$19,261	\$1,829
• Community Leadership and Resilience	\$39,501	\$29,129
• Capacity Building of Other NGOs	\$12,648	\$10,836
• Monitoring and Evaluation	\$13,642	\$19,573
<b>Total Community Programs</b>	<b>\$230,842</b>	<b>\$220,164</b>
<b>Operating Expenses</b>		
• Capacity Building GMP Staff	\$3,098	\$2,425
• Business Development	\$9,546	\$6,791
• Fundraising	-	\$2,712
• External Communication	\$1,087	\$1,957
• Office Costs	\$10,084	\$13,116
• Banking and Accountant Fees	\$1,182	\$1,102
• Administrative & Financial Management Staff	\$6,927	\$7,735
• Board Development	\$6,431	-
<b>Total Operating Expenses</b>	<b>\$38,355</b>	<b>\$35,838</b>
<b>Total Program and Operating Expenses</b>	<b>\$269,197</b>	<b>\$256,002</b>
<b>Revenue less expenses</b>	<b>\$4,040</b>	<b>-\$56,544</b>
Net assets at the beginning of the year	\$148,840	\$152,880
Net assets at end of the year	\$152,880	\$96,336

# Financial Summary

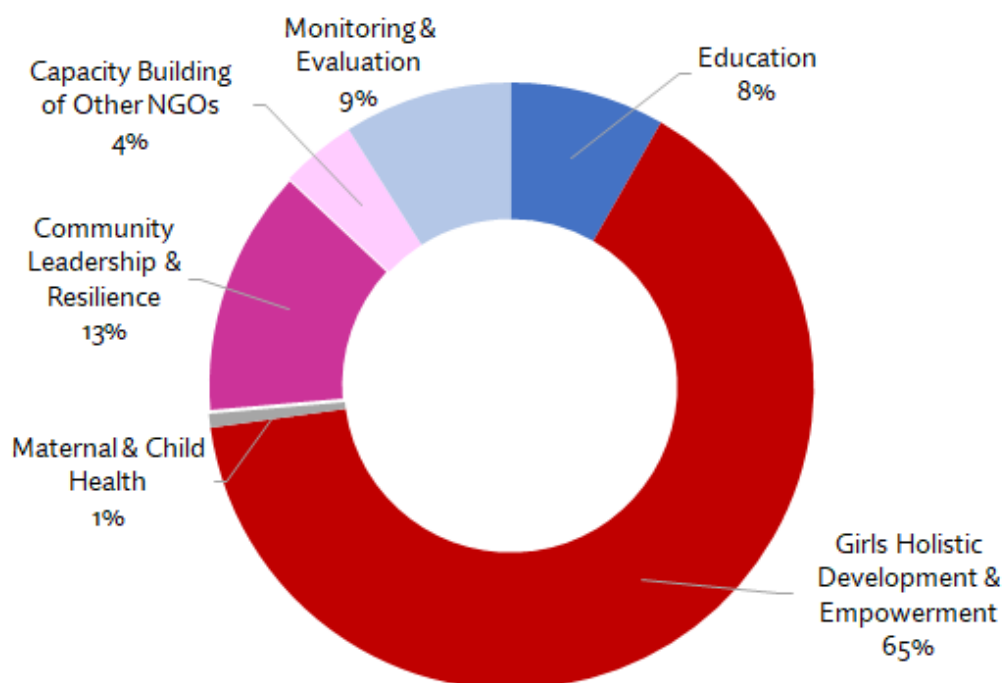
## REVENUE



## PROGRAM VS OPERATING COSTS



## COMMUNITY PROGRAM 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 [www.grandmotherproject.org](http://www.grandmotherproject.org) and click on Donate Now or go to our Facebook page. You can also donate to our work via the crowdfunding platform Global Giving <https://www.globalgiving.org/donate/73811/the-grandmother-project-inc/>

## 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](mailto:info@grandmotherproject.org).

## CONTACT US

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***“ The fact that the bee can produce honey is due to solidarity with the other bees. I think that the education of children is an affair of the whole world. If we want our children to be well educated, we must unify our hearts and be united. ”***

***Arfang, a respected community elder in Sare Sambe Netty***





Website: [www.grandmotherproject.org](http://www.grandmotherproject.org)

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Facebook: @Grandmother Project

Instagram: @grandmotherproject

