



ANNUAL REPORT

2021

Our Mission

The mission of Grandmother Project is to improve the health and well-being of women and children, especially girls, by supporting community-driven change that builds on communities' experience, resources and cultural realities.

"Thanks to the Grandmother Leadership Training we now have the knowledge, confidence, and power to take action to protect girls and promote their development. Together, we can approach any parent or community leader to discuss issues related to girls to prevent families from taking them out of school or giving them away in marriage when they are still very young. When a baby girl is born, we visit the family with the other grandmother leaders to convince them not to cut the newborn."

Hawa, grandmother leader

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.

"From the day that a baby is born, it is the grandmothers who know what to do. They have vast experience and they teach children the values that are important in our culture. They are the ones who know how to bring up a child. That is why they are at the center of all activities that promote the development of our children, especially our girls."

Salifou, community leader and elder

A message from GMP Executive Director and from the Chairman of the Board of Directors

The Grandmother Project: Change through Culture (GMP) remains extremely grateful for your support during another challenging year! With your help, GMP deepened our impact in southern Senegal and developed partnerships to institutionalize our approaches and expand our activities. We shared GMP's grandmother-inclusive and Girls Holistic Development approaches and the impressive results our programs and activities have achieved through reports, webinars, and journal articles with our partners and other development organizations.

GMP continued to implement and expand our two main programs in Velingara, Senegal. The Girls' Holistic Development program continues its efforts on girls' education and decreasing child marriage, teen pregnancy, and female genital mutilation, expanding its focus in 2021 on strengthening communication between three generations of women – girls, mothers, and grandmothers. The Integrating Positive Cultural Values into Schools (IPCVS) program involved more schools, ultimately impacting more than 6,000 children. With a grant from Action Without Borders-Luxembourg, GMP conducted a 12-day Summer Culture Program with 29 schools involving 5,000 children.

To expand GMP's reach, we established a partnership with the national Association of Catholic Schools to begin implementing IPCVS in the 316 Catholic schools in Senegal. We signed a Collaborative Agreement with the Dakar University Institute of Rural Development that is interested in integrating the Change through Culture approach into their curriculum. We also provided support to World Vision in Mauritania to conduct Grandmother Leadership training on maternal and child health for 36 grandmothers.

And 2021 was a big year for spreading the word about GMP approaches and results globally. Please see our section of this report Knowledge Creations and Sharing for more details.

We are optimistic about what GMP can accomplish in 2022, but we need your support and funding to ensure programming can continue and expand. We plan to develop and deliver a new Girls Leadership training modeled on our successful Grandmother Leadership training. To start, the training will reach 40 under-served adolescent girls in southern Senegal. It will increase their self-esteem, communication, problem solving and leadership skills so they can take collective action in their communities to promote girls' education, and decrease child marriage, teen pregnancy, and female genital mutilation (FGM).

Learn more about the Girls Leadership training and other activities and donate to help expand our impact through the GMP [website](#) and [Global Giving](#)

Judi Aubel
Executive Director

Mark McEuen
Chairman of the Board

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Dutch Embassy in Senegal
Ministry of Education, Senegal
Otto Per Mille Chiesa Valdese Foundation
Symphasis Foundation
Together Women Rise
UNICEF - Senegal
UNFPA – Senegal

PARTNER UNIVERSITIES

Ecole Nationale d'Economie Appliquée, Cheikh Anta Diop University, Dakar
Institute of Reproductive Health, Georgetown University, Washington, D.C.
London School of Hygiene & Tropical Medicine
School of Public Health, University of North Carolina, Chapel Hill, NC
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2021 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 2021 community activities:

- 243 community leaders participated in Intergenerational Forums
- 444 grandmothers, women and girls participated in Women & Girls Forums
- 22 community radio broadcasts promoted GMP's community led approach to an estimated 660,000 listeners
- 7374 community members participated in "Under-the-Tree" non-formal education sessions
- 48 community members participated in a "Day of Praise to Grandmothers"
- 59 community members participated in a "Day of Dialogue and Solidarity for Girls' Holistic Development"

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 2021 activities:

- 60 primary schools conducted sessions on values education with 8,599 students
- 11,163 community members participated in summer vacation cultural activities.
- 4 workshops were organized with the participation of 107 teachers
- 2 workshops were organized with the participation of 21 teachers and 34 grandmothers

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 2021 activities:

- 2,358 grandmother leaders, 191 community leaders, 2,149 mothers, 3,142 young girls and 218 young boys
- 243 community members, including grandmothers, mothers, teachers, community and religious leaders and young girls and boys participated in 7 Intergenerational Forums



Project Spotlight

SUMMER LEARNING ACTIVITIES ON CULTURAL VALUES AND TRADITIONS

Every summer during the month of August, GMP organizes a cultural value learning program for elementary and middle school students in the communities of Velingara, Nemetaba and Kandia. With funding from the Luxembourg association, *Actions without Borders*, and together with community elders, teachers and grandmothers, GMP involves students in activities designed to teach them about local traditions, stories and cultural values. By creating a bridge between traditional education and modern school programs, the relevance of educational experiences for children increases their motivation and learning.



The objectives of the program are: to increase children's knowledge of cultural values and traditions; strengthen relationships between elders and teachers; improve children's speaking and reading through the use of values-based reading booklets and storytelling; and increase the performance of middle school students in French and mathematics. Materials created by GMP with the District Education Office are used including 5 reading booklets: *the Role of Elders in African societies*; *African Values*; *Proverbs*; *Story Tales*; and the Children's *Responsibilities and Rights*. Other activities include games, storytelling singing and dancing.

This highly successful program has grown in importance over the last several years as students have lost valuable classroom time due to Covid. Last summer, together with officials from the local Ministry of Education, GMP implemented activities for 12 days involving 29 schools and 5,000 children.

“I didn't like reading aloud in class because I read slowly. But during the vacation activities I had to read the booklets several times and I found that I was able to read faster and faster. Now I frequently raise my hand in class to have the opportunity to read in front of the whole class.”

-- Aissatou BA, 12 year old student

Project Spotlight

GMP KNOWLEDGE CREATION AND SHARING

One of the key pillars of GMP's mission is to create and share knowledge based on learning and research and experiences from the field. In 2021 GMP had several opportunities to share the results of their work at the international level.

Presentation to United Nations Fund for Population Activities (UNFPA) Global Webinar -*Eliminating Gender Based Violence in Senegal: Empowering Community Actors For Social Change*

In November, GMP Executive Director Judi Aubel and Program Manager, Mamadou Coulibaly, presented the results of the successful Girls' Holistic Development Program to UNFPA staff worldwide. The presentation titled ***How Grandmothers are Promoting Girls' Reproductive Health and Rights: Results from Senegal***, presented evidence that the intergenerational and grandmother-inclusive approach has contributed to changing social norms related to: FGM, girls' education, child marriage, and teen pregnancy. Link to the UNFPA Webinar:

<https://www.youtube.com/watch?v=hLNikwUPGEU>

A book chapter in: Case Studies in Community Psychology Practice “Promoting Community-driven Change in Family Systems to Support Girls' Holistic Development in Senegal” Case Studies in Community Psychology Practice: A Global Lens

Executive Director Judi Aubel wrote Chapter 5 of this book featuring GMP's Girls' Holistic Development Program. This book features 11 in-depth case studies written by community psychology practitioners covering a broad range of topics in diverse settings. Please see the link above to access the book.

Disseminating GMP's successful program

GMP also published [Catalyzing Change for Girls: Grandmothers Support Girls' Holistic Development](#) to summarize the findings of research on our Senegal program. In June, we conducted a webinar with Georgetown University to discuss the document and highlight how inter-generational programming can help girls bridge traditional values and the contemporary challenges they face. GMP Executive Director Judi Aubel authored articles in the British Medical Journal on [Grandmothers — a neglected family resource for saving newborn lives](#) and in the Maternal and Child Nutrition Journal on [A family systems approach to promote maternal, child and adolescent nutrition](#).

Lastly, GMP was one of 10 winners of a U.S. Agency for International Development contest for “innovative and effective community Social and Behavior Change programs.” Our work with girls and their communities in southern Senegal was featured in a three-minute [video](#) produced by Johns Hopkins University (JHU) Center for Communications.

Governance

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GRANDMOTHER PROJECT STAFF

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Consultants & Volunteers

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Sarah Morgan, Writer and Editor, UK

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

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Financial Summary

REVENUE

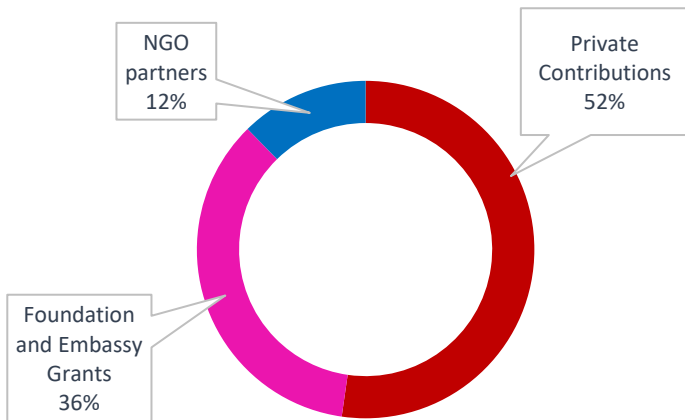
	2020	2021
Private Contributions	\$86,233	\$114,911
Foundation and Embassy Grants	\$37,479	\$77,840
NGO partners	\$75,298	\$27,115
Sale of GMP Educational materials	\$648	\$295
Prize	-	\$374
Total Revenue	\$199,658	\$220,535

EXPENSES

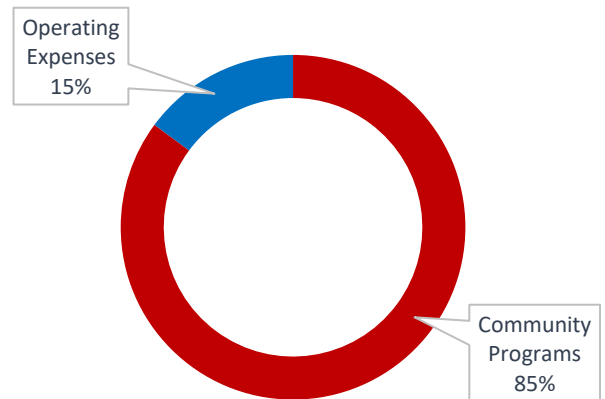
Community Programs Costs	2020	2021
• Education	\$18,021	\$61,771
• Girls Holistic Development and Empowerment	\$140,776	\$95,666
• Maternal and Child Health	\$1,829	\$972
• Community Leadership and Resilience	\$29,129	\$27,556
• Capacity Building of other NGOs	\$10,836	\$1,052
• Monitoring and Evaluation	\$19,573	\$10,487
Total Community Programs	\$220,164	\$197,504
Operating Expenses		
• Capacity Building GMP Staff	\$2,425	-
• Business Development	\$6,791	\$4,070
• Fundraising	\$2,712	\$2,145
• External Communication and Social Media	\$1,957	\$2,792
• Office Costs	\$13,116	\$12,005
• Banking and Accountant fees	\$1,102	\$1,193
• Administrative & financial management staff	\$7,735	\$12,285
Total Operating Expenses	\$35,838	\$34,490
Total Program and Operating Expenses	\$256,002	\$231,994
Revenue less expenses	-\$56,544	-\$11,459
Net assets at beginning of FY2021	\$152,880	\$96,336
Net assets at end of FY2021	\$96,336	\$84,877

Financial Summary

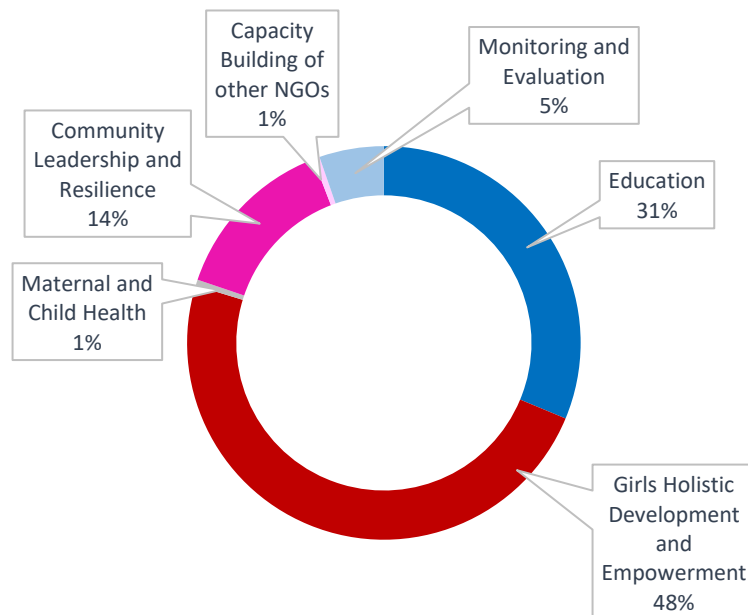
REVENUE



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 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.

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***“Every leader has an important role
to play in the community.
It is very important that leaders
collaborate with each other,
that they communicate with each other
and act together to promote
the well-being of children,
and especially of girls”***

Mariama Ba, a Grandmother Leader
who participated in the leadership training
organized by GMP



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