

# GRANDMOTHER

PROJECT CHANGE THROUGH CULTURE



2024 ANNUAL REPORT



## OUR MISSION

Grandmother Project's mission is to increase the capacity of communities to promote the rights and well-being of women and children, especially girls, in the Global South using strategies that are rooted in cultural roles, values and resources.

### To carry out our mission, we work on two levels:

1. **With communities:** we work directly with both rural and urban communities to develop, document and evaluate innovative approaches to social change.
2. **With other development organizations:** we build the capacity of other organizations to implement programs using our Change Through Culture approach.

### Grandmothers are at the center of children's lives.



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



## 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 grandmothers' advice as a sign of respect. Grandmothers are an important resource for change when it comes to women and children, especially girls.

### Grandmothers and girls



## LETTER FROM THE PRESIDENT OF THE BOARD OF DIRECTORS AND THE EXECUTIVE DIRECTOR



In 2024, The Grandmother Project - Change Through Culture (GMP) continued to expand its two complementary programs in southern Senegal: Integrating Positive Cultural Values into Schools (IPCVS): and Girls' Holistic Development (GHD). Both programs are aligned with Ministry of Education priorities, and both have been evaluated and revealed very positive results that are contributing to the health and well-being of children in general, and especially of girls.

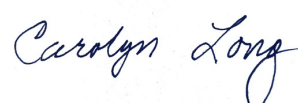
Why does our program especially focus on girls? We know, for example, that the same proportion of girls and boys start school, but girls start dropping out much more frequently than boys, especially around the time of puberty. Families start pulling their girls out of school to marry them off, or to keep them at home in a more protected environment. 23% of boys go onto secondary school, but only 17% of girls.

GMP has been implementing the IPCVS program since 2014. In early 2024 the new government in Senegal redefined education sector priorities. One of the new priorities is "teaching of cultural values in classrooms". Our program, therefore, is perfectly aligned with government priorities. In 2024 we funded an evaluation of this program. It revealed very positive results in terms of: teachers' increased commitment to teaching positive cultural values and traditions; strengthened relationships between community and schools; children's increased motivation to go to school due to grandmothers' involvement as "teaching assistants"; and students' improved performance on the end of primary school exam. Grandmother Project continues to share the results and lessons from both of our programs with the Ministry of Education, with other NGOs in Senegal and elsewhere in West Africa using several means including in-person training, newspaper articles, social media and short videos.

GMP's ability to sustain and to expand our two very successful programs depend on the resources we are able to access. As you know, these are very challenging times in part with US government's cutbacks at many levels. As in the past, your generous contributions are extremely important to allow us to continue and to expand our important work. Making a donation to GMP is easy to do on our website or by check.

A handwritten signature in blue ink, reading "Judi Aubel".

**Judi Aubel**  
Executive Director

A handwritten signature in blue ink, reading "Carolyn Long".

**Carolyn Long**  
President, Board of Directors





# DONORS AND PARTNERS

## Major Donors

William and Cathy Osborn	Candace & Greg Osborn
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Actions Without Borders	Rockdale Foundation
Dutch Embassy in Senegal	Symphasis Foundation
Grand Challenges Canada	UNICEF - Senegal
Ministry of Education, Senegal	UNFPA - Senegal
Otto Per Mille Chiesa Valdese Foundation	

## Partner Universities

Ecole Nationale d'Economie Appliquée, Cheikh Anta Diop University, Dakar.  
London School of Hygiene & Tropical Medicine.  
University of Leiden, The Netherlands.

# PROJECT SPOTLIGHT

## Grandmother Leadership Training

In African cultures, Grandmothers have authority and decision-making power within families. GMP's Grandmother Leadership Training program builds on their influential role to facilitate community-wide change, especially for the well-being of children, and, in particular, of young girls.

In 2024, with the support from Italian Otto per Mille - Tavola Valdese Foundation, GMP provided leadership training to 100 grandmother leaders from 10 villages in southern Senegal. Under-the-tree training activities engaged the grandmother leaders in dialogue and participatory learning to enable them to support girls' upbringing, to keep them in school, and to discourage harmful practices such as child marriage, teen pregnancy and female genital mutilation (FGM).



**Strong Grandmother Leaders**



## The results of Grandmother Leadership Training

- Increased self-esteem and confidence;
- Improved communication skills with girls;
- Bolstered knowledge of the physical and psychological changes during adolescence;
- Strengthened Grandmothers' role in supervision and protection of young girls against child marriage and FGM;
- Strengthened solidarity among GMs to collaborate and solve community problems.

Grandmother Leadership Training Activity



“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.”

**Astou, Grandmother Leader**

# GOVERNANCE

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Alen Amini, Boston Consulting Group, Washington, D.C.

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### Broad Advisor

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

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Dr. Banda Ndiaye, Deputy Regional Director for Africa, Nutrition International, Dakar



# GRANDMOTHER PROJECT STAFF



- **Judi Aubel**, Executive Director, Rome, Italy & Mbour, Senegal
- **Mamadou Coulibaly**, National Director, Vélingara, Senegal
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## External contributors: consultants and volunteers

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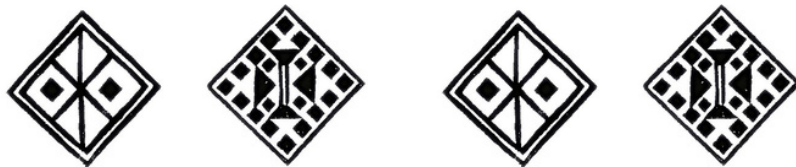
**Anneke Newman**, Anthropologist, Brussels, Belgium

**Francesca Lulli**, Anthropologist, Rome, Italy

**Francesca D'Asaro Biondo**, IT Assistant, Rome, Italy

**Jitendra Joshi**, Webmaster, Jodhpur, Rajasthan, India

**Tiziana Mattioni**, Graphic Designer, Rome, Italy



### Volunteers

Grandmother Project is proud to have a committed team of over 30 volunteers who generously contribute their time and talents.

Their efforts and contributions are as precious as they are essential to support our mission.

### Volunteer editors & translators

Renée Barange, Sarah Brokshaw, Valentina Dibiase, Hermine Durand, Ima Hicks, Suzy East, Rebecca Jayne Kelly, Angélique Giachetti, Catherine Gustafson, Jessica Inman, Anisha Mangtani, Frédérique Marty, Kevin Marceau, Marie-Thérèse Maurice, Bonnie Miller, Gill Navdeep Kaur, Charlotte Nicholson, Noelle Palmer, Julien Rouwens, Chantal Roy, Ivy Steele, Yvonne Tarabal, Pat Violer, Valerie Wadzana Garwe, Sheri Walters, Mary Wood Beasley, May Zreik, William Young, Ern-Min Peck.



# 2024 GMP Financial Summary

## In US dollars

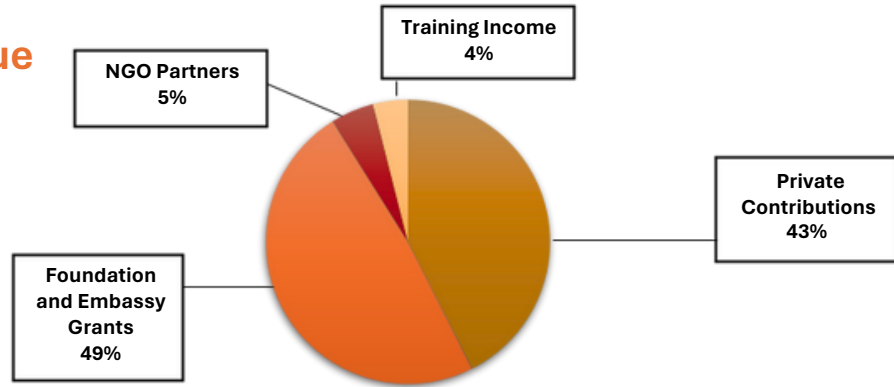
### REVENUE

Revenue from different sources	2023	2024
• Private Contributions	70,300	109,883
• Foundation and Embassy Grants	124,927	126,319
• NGO partners	27,592	13,814
• Sale of GMP Educational materials	2,692	973
• Training income	28,110	11,099
• Forex translation gain	1,766	3,788
<b>Total Revenue</b>	<b>255,387</b>	<b>258,300</b>

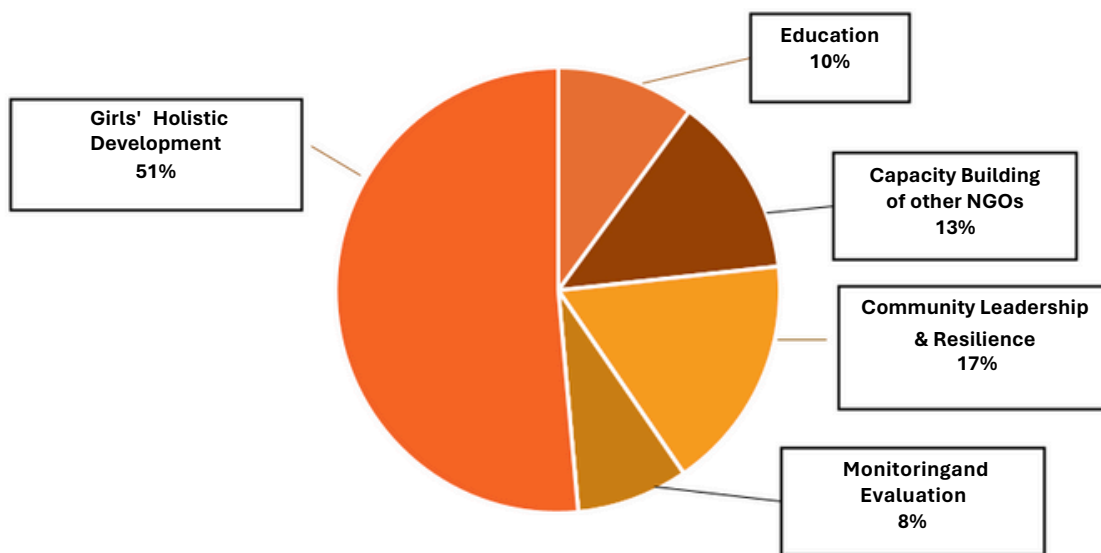
### EXPENSES

Community Programs Costs	2023	2024
• Education	49,776	20,067
• Girls Holistic Development and Empowerment	147,315	103,461
• Community Leadership and Resilience	43,407	35,260
• Capacity Building of other NGOs	26,215	26,973
• Monitoring and Evaluation	17,196	16,164
<b>Total Community Program Costs</b>	<b>283,909</b>	<b>201,925</b>
<b>Operating Expenses</b>		
• Capacity Building GMP Staff	2,040	-
• Business Development	1,746	2,000
• Fundraising	2,672	2,111
• External Communication and Social Media	6,705	3,927
• Office Costs	14,415	10,727
• Vehicle costs	4,375	1,424
• Banking and Accountant fees	1,067	1,039
• Administrative & financial management staff	18,005	15,176
<b>Total Operating Expenses</b>	<b>51,025</b>	<b>36,404</b>
<b>Total Program and Operating Expenses</b>	<b>334,936</b>	<b>238,329</b>
<b>Revenue less expenses</b>	<b>-79,549</b>	<b>19,971</b>
Net assets at beginning of FY2024		120,752
Net assets at end of FY2024		140,723

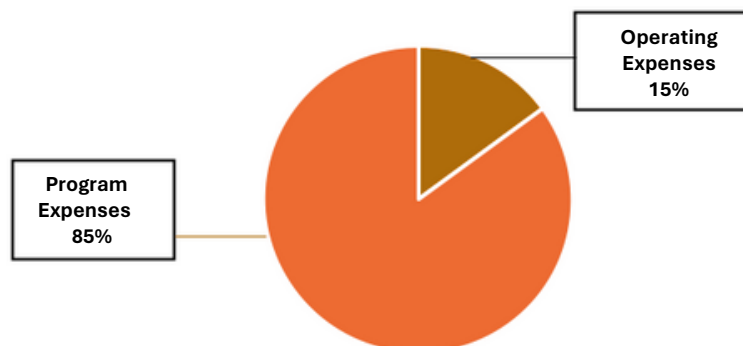
## Revenue



## Program Expenses



## Program vs Operating Expenses





# SUPPORT GRANDMOTHER PROJECT

## Donate

All donations help 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 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, please write to us at [info@grandmotherproject.org](mailto:info@grandmotherproject.org)

## Contact Us

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We thank you  
for your continued  
support !

