



Grow and Know, Inc.

Grow & Know

Annual Report

2010

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Board of Directors

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Vice President:	Charles Sommer
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Staff

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Introduction

The first year of *Grow & Know* is off to a tremendous start! The non-profit received incorporation from the IRS in March 2010, and activities commenced immediately to raise awareness about *Grow & Know*, to fundraise, and to move ahead the *Grow & Know* agenda for girls and boys in low-income countries.

Key 2010 accomplishments included:

- Launch of the *Grow & Know* website
- Donations of over \$100,000
- Scale up of the Tanzania girl's puberty book
- A global webinar on the girl's book was conducted for UNICEF

Background

Grow & Know was launched after the great success of a girl's puberty book project in Tanzania. The girl's book received an overwhelmingly positive response from girls and their mothers, aunties, grandmothers, school teachers, and even fathers and male peers. Convinced that the Tanzania girl's puberty book, *Growth & Changes (Vipindi Vya Maisha)*, had tapped into an unmet need of girls around the world, *Grow and Know* was established with the aim of replicating the Tanzanian success story for girls and boys in other countries in need of growing up guidance.

The *Grow & Know* team aims to develop books that are grounded in the local social, cultural, and economic context, and that capture the real perspectives of young people growing up today. Young peoples' stories are incorporated alongside factual and appropriate guidance on the physiological and emotional changes of puberty and maturation. Recognizing the importance of authenticity in pictures and language, we contract with high quality local illustrators, translators, and publishers within each country of activity.



Growth in Tanzania

The year of 2010 brought unprecedented growth of the girl's puberty book in Tanzania. From an initial publication of 16,000 copies with support from the Nike Foundation in 2009, the girl's puberty book generated tremendous interest at the country level, with UNFPA* and UNICEF* subsequently supporting another 84,000 copies. By the end of 2010, with additional private donor support, there were over 100,000 copies published in Tanzania.

The copies published by UNFPA (42,000) were distributed through various non-governmental organizations (NGOs) working with the 10-14 year old age group. All of the NGOs requested additional copies for distribution, should they become available.

Ministry of Education

Of equal importance to the sustainability and success of the girl's puberty book in Tanzania was the approval received from the Ministry of Education to include the book in the primary school curriculum. The Ministry of Education rarely approves new books for the primary school level. It is thus a real testament to the importance of the girl's book content, and its effectiveness in capturing Tanzanian girls' voices and the local context, that it was selected for approval.

National Water and Sanitation Strategy in Schools

The girl's puberty book, through the strong support of UNICEF, was incorporated in 2010 into the new Tanzanian national strategy for water and sanitation in schools, a collaborative effort between four government ministries. Although the girl's puberty book was designed as a stand-alone tool for girls to learn and feel empowered, at the request of UNICEF and the four Ministries, teacher training materials are being developed in 2011 that will become part of the national strategy, and will enable teachers to feel prepared to teach the material in the girl's puberty book at Standards Five, Six and Seven, the final years of primary school.

Testimonials

From the girls:

"At first when I read this book, I felt shy. Afterwards I realized that menstruation is part of life, according to explanations in this book. Although I am still younger, I will tell my older sister who is my caretaker, when I reach this stage."

"It is a book with good explanations which are written in both Swahili and English. Since we are school pupils, it is very good for us since we can get some vocabulary in both languages."

"The stories were so attractive to me especially the one about the girl who could not tell her mother about her menstruation."

"I suggest this book to be read by girls who haven't reached puberty and those who have reached their puberty."

"I would like these books to be taken to the village where I come from, as they do not know about these things, where to dispose of their pads, or how to take care during their period or how to keep themselves clean."

"This book teaches us a lot, about how to take care of ourselves and not to involve ourselves in love affairs, how to reduce cramps during our period and how to talk to and ask our mothers or female relatives about our growth."

"I suggest this book should be read by all girls in schools. Even girls who are at home should be given the book so that they can read for themselves."

From the schools/teachers:

“They are good books which are liked by children. They initiate discussions between girls and boys whereby boys seem to want to know more about girls’ issues. Boys take part in these discussions and so we get youths who are knowledgeable in reproductive health.”

“It is a book aimed at adolescents, so it helps us to teach our youngsters since formerly it was difficult for boys / parents to talk with girls about such changes. But after reading this book, it will help a child to initiate discussions between friends or parents and so bring closer relationship between children and with parents.”

“The parents who saw the books thought that they had a good aim because these books helped the girls to understand their puberty.”

“More books of the same should be distributed to more schools to enhance learning about changes in the body, for the students to be aware of the body changes.”

“I need this plan to increase the number of books, especially in the villages, so as many people will get the education concerning those books.”

From other countries:

- Interest from Zimbabwe on adapting the girl’s puberty book to their context
- Interest from a Peace Corps Volunteer in Kenya in downloading the pdf file and printing copies for her girl students
- Interest from a large reproductive health organization in having a girl’s book adapted to the Uganda or Rwanda context
- Interest from a large international education organization in adapting the girl’s book to the context in Nepal

Projects for 2011

Numerous projects are underway or being discussed for the 2011 year. The initiated activities are described in detail below. Other potential activities for 2011 or 2012 include the potential for a girl’s puberty book to be developed in Eritrea, with private funds that have become available through Americans for UNFPA; guidance to be provided for a girl’s book to be adapted to the context of Zimbabwe by local water and sanitation experts; and guidance for a girl’s book to be developed in Uganda or Rwanda.

Tanzania

The Girl's Puberty Book:

The international mobile phone company, Vodacom, made a commitment to publish an additional 50,000 – 100,000 copies of the girl's book in 2011, and UNICEF Tanzania has already committed to publishing an additional 40,000 copies, bringing the current total (in early 2011) to over 140,000 copies. UNICEF currently has a fundraising campaign underway to enable 1.5 million girls (all the girls aged 10-14 across Tanzania) to receive a copy of the girl's book.

Initiation of a Boy's Puberty Book:

In 2011, we expect to begin research with adolescent boys, with the aim of developing a boy's puberty book to complement the girl's puberty book in Tanzania sometime in 2012 or 2013. Ultimately it is hoped that the boy's puberty will help address some of the unhealthy gender dynamics in society (as requested by numerous Tanzania parents, teachers, and gender and education experts), and that it will become a model for adaptation and replication, similar to the girl's puberty book.

Ghana

In early 2011, research will begin in Ghana to develop a girl's puberty book that captures girls' voiced experiences of growing up in Ghana. This will be the first effort to adapt and replicate the girl's puberty book in a new country. An experienced education researcher and ethnographer from Ghana will be working on the research with girls. We expect publication of an initial 16,000 copies of the girl's puberty book in 2012, to be followed up by advocating for Ministry of Education approval and local donor support to enable scale up across Ghana.

Ethiopia

In late 2011, research will begin in Ethiopia to develop a girl's puberty book that captures girls' voiced experiences of growing up in Ethiopia. An experienced MPH graduate will conduct the research with a local Ethiopian qualitative researcher to conduct the participatory activities with girls. We expect publication of an initial 16,000

copies of the girl’s puberty book in 2012, to be followed up by advocating for Ministry of Education approval and local donor support to enable scale up across Ethiopia.

Financials 2010

The financials for 2010 are presented on a cash basis. No expenses directly relating to the programs were incurred in the year. Total revenues raised by Grow & Know source are given in the table below:

Foundations	\$75,000
Board & Advisors	\$25,000
Individuals	\$6,495
Corporations	\$6,000
Total Cash Income	\$112,495

Various activities, which included publication and distribution of the first book issue and related travel as described in this report, were carried out in the year but outside of the fiscal scope of Grow & Know as incorporated. Revenues raised in 2010 are intended for use in 2011 and expenses related to this revenue and the program activities will fall under Grow & Know in 2011.

Dedication

This first annual report is dedicated to the memory of Dr. Jackie Kirk, a woman of tireless energy devoted to the cause of educating girls around the globe, and improving gender equity in schools. Her enormous passion and dedication, and particular interest in empowering girls growing into healthy young women, will be forever captured in the participatory methods used with young people for developing the content of the books we publish at *Grow & Know*.

*UNFPA = United Nations Population Fund

*UNICEF = United Nations Children’s Fund