



Annual Report 2021

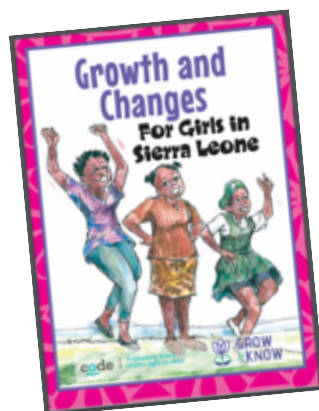
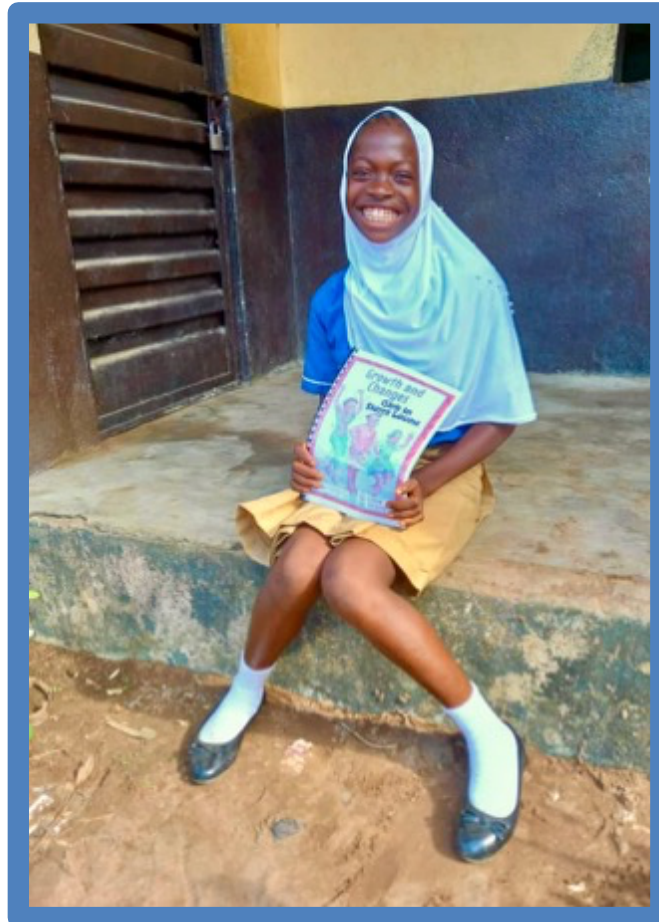


Table of Contents

1-5	Introduction/Background and entering our second decade
6-7	Distributing the Kenya boy's puberty book & ongoing efforts in Ethiopia
8-12	Developing the USA girl's book and two Sierra Leone books
13-14	Chart of book distributions
15	Projects for 2022
15-16	Financials 2021

Board of Directors

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Vice Chairman:	John Walker
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President:	Marni Sommer
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2021 Field Teams

Ethiopia:	Allison Carney & Kahsay Sibhat [<i>on hold</i>]
Sierra Leone:	Nancy Bangura, Ruby Boston-Griffiths, Mohamed Kabba, Momoh Sesay, Christine Hagstrom

Website: www.growandknow.org

Introduction

Despite the ongoing pandemic, we managed to have a successful year! This included developing two new puberty books in Sierra Leone and preparing to launch our new USA puberty book in January 2022. We were also finally able to distribute our new Kenya boy's puberty book, which had been on hold due to the pandemic school shutdowns. COVID-19 slowed down the distribution of our existing books, with many girls and boys still out of school, however we continued to reach young people with our existing puberty books in Tanzania, Ethiopia and beyond. Having now entered our second decade (wow!), we continue to transform young people's lives around the world with our new and existing puberty books, and we look forward to accomplishing much more with your great support!

Key accomplishments from 2021 included:

- Developing two new puberty books in Sierra Leone!
- Finalizing "A Girl's Guide to Puberty & Periods" here in the USA!
- Distributing our new Kenya boy's puberty book!
- Mobile/e-reader downloads of our books around the world!
- Continuing to receive requests from around the world for our many puberty books!

And most important...

transforming girls' & boys' lives!

As one young girl said to the team in Sierra Leone:

I love the book and I would like you to bring other books!

And one young boy in Sierra Leone reflected:

*I [found this book useful] because the writings are nice and sweet to read.
The stories are so very classic.*

And a young boy in Kenya who received a book:

The book should be distributed to all African countries!

And as one Sierra Leone teacher had to say:

The most interesting thing about the book is that it teaches the girl child to know that a monthly period must not disturb her from attending school.

And as another Sierra Leone teacher had to say:

What I find most interesting about the book is [the section on] how to manage erections. But erections are not only limited to young boys but also a mature adult experiences the same thing. I think this book serves as a guide to young boys and adults too. And it serves as a dictionary to learn about one's physical and emotional changes that occur in one's lifetime.

Background

We launched *Grow & Know* in 2010 after the great success of a girl's puberty book project in Tanzania. The Tanzania girl's book received an overwhelmingly positive response from girls and their mothers, aunties, grandmothers, 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 guidance about growing up.

Grow & Know aims to develop books that are grounded in the local social, cultural, and economic context, and that capture the real perspectives of girls and boys growing up today. Young people's written stories are incorporated alongside factual and appropriate guidance about the physical and emotional changes of puberty. Recognizing the importance of authenticity in pictures and language, we work with high quality local illustrators, translators, and publishers in each new country, and each book includes both English and the predominant local language, in order to enhance literacy as well.

Entering our second decade

As we move through the beginning of our second decade, we continue to use a very successful, low budget model to develop each new book in a country. Our books are never just translated to a new country as that would not lead to sustained local uptake. Rather, we first engage with key country stakeholders, and then conduct participatory research with girls and boys to capture their own questions and stories to fill the books. Check it out @ www.growandknow.org for more info and see below!



After using this model successfully over our first decade, we modified it to adapt to the realities of COVID and safe participatory engagement. This included developing a modified model and distance training as will be described in this report!

Distributing our new Kenya boy's book!

Although we finished our new Kenya boy's puberty book right at the start of the pandemic, with the ongoing school closures across the country, we were not able to distribute the 15,000 copies that we printed up! However, finally, in late 2021, we were able to distribute 14,500 copies with the government, United Nations agencies, and non-governmental organizations working with boys (and girls!) across Kenya! We have received wonderful feedback about boys and teachers enjoying the books.



Our next step will be to submit the boy's book to the government curriculum committee for formal approval.

In 2021 we finally ~ after a two year long wait ~ received word that our Kenya girl's puberty book was approved by the government for use in schools!!

Other book news....

Ethiopia

Although we completed our Ethiopia girl's puberty book in 2012, the Ministry of Education and UNICEF have over the years sought to expand the reach of our books to girls across the country. Along with making sure the book is available for the diversity of ethnic groups in the country - it's now translated into 12 languages ~ they continue to place orders. This past year UNICEF ordered another 5040 copies, bring our total published in Ethiopia to 514,800.



Ethiopia boy's puberty book

We had begun working on a new book for boys in Ethiopia before the pandemic, but evacuated our team midway through the process. Given the political upheaval and ongoing pandemic in that part of the world, we have determined, in consultation with our partners in Ethiopia, to pause additional fieldwork until things have settled down. Hopefully we can complete the book in 2023!

USA...and "A Girl's Guide to Puberty and Periods"!

In 2018 we turned our attention to the USA, first engaging in a review of existing American books about puberty currently on the market. We found a range of limitations in the available books, including that they did not capture a full picture of this diverse country we live in, and their content did not appear to be directly captured from girls - the main target group! They were also very text heavy, making them less appealing to girls who struggle to read, or for whom English is not a first language.

And so we launched into conducting participatory research with low-income and immigrant adolescent girls across the USA! We captured their questions about their changing bodies, and other information they wanted to learn about puberty. We also collected "first period stories" written by adolescent girls from 25 different states! We then drafted the book content, hired a US illustrator and graphic designer, and spend the last pandemic year content testing with 9-13 year old girls across the USA on zoom, and finalizing the book content! The book was launched in January 2022 (*details to come in the 2022 annual report*). Some fun book illustrations below:



Given the different target audience in the USA from those in other countries, we decided to use a graphic novel format to transform the first period stories we collected from girls. This turned out to be the favorite section of the book for all the girls who

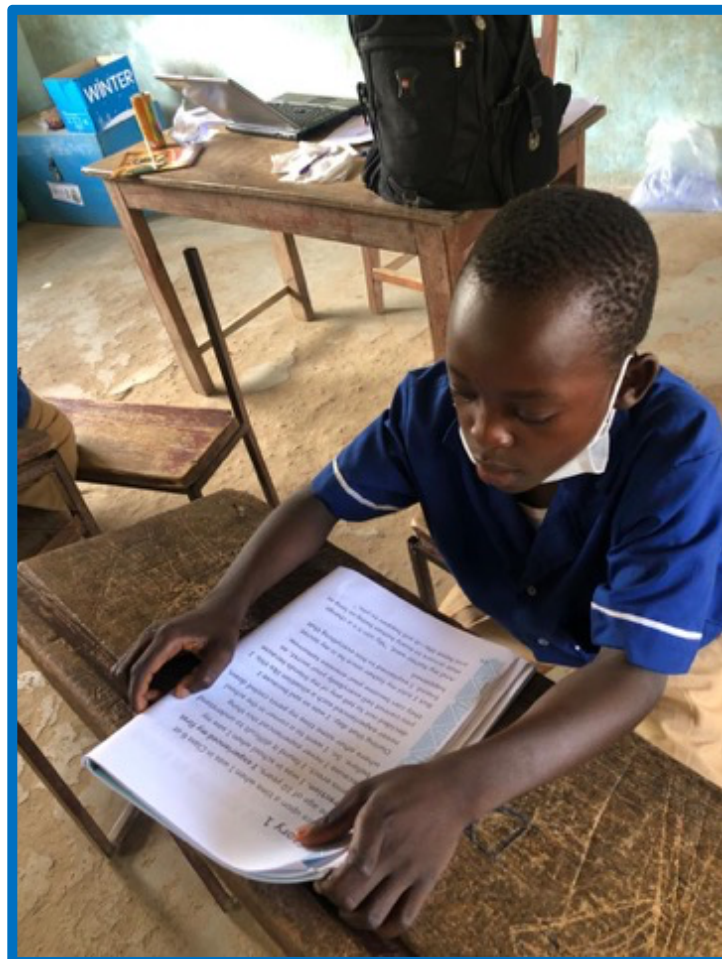
we content tested with cross the country! See one example below of a story written by one girl that turned her confusion about her period into a mystery hunt she conducted:



We also included more specific guidance on how to use various menstrual products, given the confusion girls expressed to us during our data collection.

Sierra Leone

In 2021, despite the challenges of the pandemic, we partnered with CODE, a Canadian NGO, to develop a girl's and a boy's puberty book in Sierra Leone. We worked closely with CODE Sierra Leone to develop a modified "COVID friendly" version of data collection and supervision from afar, including working with a wonderful four person data collection team (two local women; two local men) to support the capturing of stories (first period, wet dreams/erectations, peer pressures, experiences of violence) and puberty questions from boys and girls in Sierra Leone. As always we hired a local illustrator and printer/publisher to develop the two books. The local team on the ground also did a great job content testing the final version with teachers and girls and boys:





The books were completed at the end of 2021 and will be distributed by CODE to 240 schools in 2022 (details to come in next year's annual report!).

CODE has a long-term relationship with the government of Sierra Leone, so we are also hoping to do learning around how teachers use the books - and what kind of training might best support teachers to integrate the books into their classrooms - in 2022.

And a little joy from the girls at one of the three schools that participated in the Sierra Leone book development:



Continued scaling of our existing puberty books!

Many schools remained closed around the world this past year, with funding also diverted to cope with the pandemic, however we still received inquiries from local and international organizations, United Nations agencies, and individuals around the world asking how to access our books or inquiring if we could develop a book in their country (such as Nigeria and South Africa). This included an order from UNFPA in Tanzania for 5000 copies of our "Healthy Adolescence" book for youth aged 15-19!

World Reader

We continued to partner with the non-profit WorldReader to make all of our books electronically available in all the countries. Each month we have been sent quarterly reports detailing, for example, the quarterly reports update me on e-reader versions ordered for a school program in a given country, along with number of mobile downloads in various countries where our books are published. World Reader is now shifting their model to focus on early childhood development, so we will be exploring new approaches for reaching young people by mobile download and e-readers in the years to come!

Chart of Book Distributions

To more easily visualize the scope of Grow & Know's distributions across the countries, the tracking chart below shows copies printed and distributed to date. Please see below table and note that the below number does not include the books distributed to date (in 2022); just through 2021.

**Note: Numbers do not include digital copies.*

Book Scale-Up in Each Country

	Year of Publication	Ministry of Education Approval	Number of Books Distributed to Date	In-Country Funding Partners
Tanzania girl's puberty book	2009	2010	585,036	UNICEF, UNFPA, FHI360, CARE, PACT, small NGOs
Ghana girl's puberty book	2012	2012 *Also have Min of Health approval	72,084	DFID, UNICEF, CARE, MOH
Cambodia girl's puberty book	2012	2012 *Also have Min of Health approval	257,670	Save the Children, Room to Read, UNFPA, UNICEF, Cambodian Child's Dream Org, RTF/Gary, small NGOs
Ethiopia girl's puberty book	2013	2013	519,840	CARE, Save the Children, Ministry of Education & UNICEF, Mekelle Univ, IRC

Tanzania boy's puberty book	2013	(2019)	253,693	UNICEF, PACT, small NGOs
Cambodia boy's puberty book	2015	2015	158,976	Peace Corps, Let Girls Learn, Save the Children
Pakistan girl's puberty book	2018		15,000	Swedish donors
Madagascar girl's puberty book		2016	48,854	<i>Grow and Know</i> , Madagascar Government
Laos girl's puberty book	2015	2015	20,000	
Kirundi* Translation girl's book	2017		11,000	<i>Grow and Know</i>
Kirundi* Translation boy's book	2017		9,000	<i>Grow and Know</i>
Tanzania – Healthy Adolescence	2018	2018 (TACAIDS)	155,898	TACAIDS (Tanzania Gov't), UNICEF, UNFPA <i>Grow and Know</i>
Kenya girl's puberty book	2019		15,000	DREAMS/Trocaire/JSI
Kenya boy's puberty book	2021		15,000	<i>Grow and Know</i>
Ethiopia boy's puberty book		9	To be published in 2023 <i>*COVID depending</i>	
TOTAL			*2,137,051	*not electronic copies

**Tanzania books translated into Kirundi for Burundian refugee children in Tanzanian camps*

Given in-country reports that describe the distribution of the books, we have learned that each copy reaches 5-10 girls and boys. **We guesstimate therefore that we have reached five to ten million girls and boys** through the copies printed and distributed by *Grow and Know* and our in-country partners.

Projects for 2022

In 2022, we will continue to focus on expanding the distribution of the existing books through on-going advocacy with donors, NGOs and governments, along with continuing to explore new models for delivery. Due to COVID, distribution will likely remain minimal but we do hope that CODE distributes the copies of the two new puberty books to 240 schools in the fall of 2022, and we will report in next year's report on the launch and initial uptake of the USA girl's puberty book! We are also exploring with CODE the possibility of developing a boy's and a girl's puberty book in Mozambique!

Financials 2021

Balance January 1, 2021		\$365,777
Cash Income		
Foundations	\$38,093	
Board & Advisors	\$10,000	
Individuals	\$17,085	
Total Income	\$65,178	
Expenses		
Travel	(\$0)	
Research-related fieldwork, local illustrators, translators, publishing costs	(\$35,351)	
Administrative	(\$3,166)	
Total Expenses	(38,517)	
2021 Net Income	(\$26,661)	
Balance December 31, 2021		\$392,439

The financials for 2021 are presented on a cash basis. Total revenues raised by *Grow & Know* source are given in the table above. Expenses included the research-related fieldwork and travel of the country team staff developing books in new countries, the costs of local illustrators, translators, and publishing companies in various countries, the President's travel to conduct advocacy for new girl's books and boy's books with donors and governments, and specific administrative costs (e.g. accountant, web support). Revenues raised in 2021 are intended for use in 2022 and expenses related to this revenue and the program activities will fall under *Grow & Know* in 2022.

Grow & Know
...onward to 2022!