



Grow and Know, Ltd.

Grow & Know

Annual Report

2012



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Board of Directors

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Vice President:	John Walker
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Introduction

The third year of *Grow & Know* was full of wonderful happenings! Ongoing were our girls' book projects in Ghana, Cambodia and Ethiopia, with the first boy's puberty book underway in Tanzania. We continue to raise awareness about *Grow & Know*, to fundraise, and to move ahead our agenda for girls and boys in low-income countries.

Key 2012 accomplishments included:

- Finalization of the Ghana and Cambodia girls' puberty books
- Ministry of Education approval of the books in both Ghana and Cambodia
- Continued development of the Ethiopia girl's puberty book
- Donations of over \$59,000
- Continued scale up of the Tanzania girl's puberty book
- Development underway of the first boy's puberty book in Tanzania

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, 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 2012 continued the spread 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* supporting copies in 2010 and 2011. By the end of 2012, with additional private donor and UNICEF support, there were over

320,000 copies published in Tanzania. The most recent copies published by UNICEF (150,000 in 2012) were distributed through the Ministry of Education to UNICEF supported primary schools in numerous regions, and other schools who requested copies as part of the new WASH in Schools national strategy (see below). UNICEF continues to fundraise in an effort to have 1.5-3 million copies of the girl's book published in Tanzania so every girl aged 10-14 across the country will receive a copy.

Influencing Policy: The Ministry of Education and the National WASH Strategy

Of equal importance to the sustainability and success of the girl's puberty book in Tanzania was the approval received in 2010 from the Ministry of Education as a supplementary reading material for Standards 5, 6 and 7 in primary school. The Ministry of Education rarely approves books so it was 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 received approval. All new copies published from 2011 onward have included the Ministry's certificate of approval on the inside front cover.

The girl's puberty book, which was incorporated in 2010 into the Tanzanian national strategy for water, sanitation and hygiene (WASH) in schools, continues to be included

in programming efforts aimed at rolling out the WASH strategy by non-governmental organizations (NGOs) currently implementing the strategy in schools across the country.

Adaptation of the girl's book by experts in other countries:

The original Tanzania girl's book pdf file continues to be circulated to experts working around the world on water and sanitation in schools, and in response, a number of organizations adapted the girl's book to their own local contexts. These included adaptations by Save the Children in Nepal, and water and sanitation experts working in Zimbabwe and Uganda. Save the Children is currently working on a Malawi version. Interest continues to be shown by countries in sub-Saharan Africa and Asia for adaptations to their local contexts.

Development of the first boy's puberty book in Tanzania

In 2012 we continued to work on the development of the first ever boy's puberty book in Tanzania. A draft of the boy's book is now finished, with publication and dissemination expected to occur 2013. The content of the boy's puberty is more expansive than that of the girl's books, including content that emerged from the research conducted with adolescent boys in 2011-2012. The book includes topics



ranging from boys' pubertal body changes, to peer pressures, to violence experiences and promotion of healthy gender dynamics. Similar to the girl's puberty book, the boy's puberty book includes a mixture of guidance and stories written

by Tanzanian adolescent boys (including their advice to younger boys). Our hope is that the boy's puberty book will help address some of the unhealthy gender dynamics in

society, and that it will become a model for adaptation and replication in other low-income countries, similar to the girl's book.

Ghana

The Ghana girl's puberty book, the first effort to adapt the Tanzania girl's puberty book to a new context through conducting local research with girls in Ghana, was completed in 2012. The Ghana girl's puberty book was greeted with huge enthusiasm by Ghanaian girls, parents, teachers and government officials, and within one month of its completion in October 2012, the Ghana Ministry of Education had approved the book as a supplementary reading material for upper primary school and lower secondary school. This speedy approval is a testament to the tremendous effort the Ghana Grow & Know team put into building local stakeholder engagement in the girl's book effort from day one, and continuing to bring in important gender, health and education experts – and particularly members of the Ministry of Education – throughout the book's development process.

An initial 16,000 copies of the Ghana girl's puberty book were published in 2012 and are currently being distributed as a pilot effort through various non-governmental organizations reaching 10-14 year old girls.



In the coming years, we are hoping to convince the donors in Ghana to assist with scaling up the Ghana girl's puberty book across the country. Already, DFID*, the large UK government donor, has requested that we enter an arrangement with World Reader (www.worldreader.org) to make the Ghana girl's puberty book available on e-readers. This arrangement will be finalized in 2013.

Cambodia

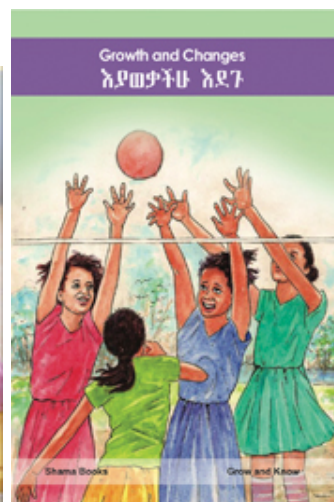
The Cambodia girl's puberty book was also completed in 2012. The development of the Cambodia girl's puberty book was an important effort to adapt and replicate the girl's puberty book in a new region, that of Southeast Asia. Similar to the Ghana girl's puberty book, there was a wonderful reaction in Cambodia from girls, parents, teachers, government staff, and non-governmental organizations to the book! Within a few months time, the Cambodia Ministry of Education approved the Cambodia girl's puberty book for use as a supplementary reading material in primary schools, and as a reading material for the Ministry curricula aimed at improving the literacy of adults. The Ministry's suggestion was that parents learning to read could receive the book and practice reading it to their daughters.



We are currently distributing 15,000 copies through non-governmental organizations reaching 10-14 year old girls across Cambodia, with the hope that local donors will ultimately support the scale-up of the book across Cambodia. Local responses from the distribution have been very exciting, such as the note sent by the education director at Save the Children/Cambodia after they started distributing copies through their programs, “I visited the field office last week and I was informed that the book is an outright success. Requests for many more copies are ‘streaming in’!”

Ethiopia

The development of the Ethiopia girl’s puberty book continued with publication expected in 2013. This was our first effort to adapt and replicate the girl’s puberty book to a country in the Horn of Africa. As in the other new countries, our activities in 2013 will include an initial distribution of 15,000 copies in Ethiopia, and submitting the Ethiopia girl’s puberty book to the Ethiopia Ministry of Education in the hopes of acquiring approval as a supplementary reading material, as we have accomplished in the other three countries.



Projects for 2013

Numerous projects will be continued in 2013, including the publication of the girl’s book in Ethiopia and the first ever boy’s book in Tanzania. Advocacy will continue in

Ghana, Cambodia and Tanzania for continued scale-up of those girl’s books. Other potential activities for 2013 include adapting the girl’s book to new countries and developing the guidance to adapt the boy’s book to new countries!

Financials 2012

Balance January 1, 2013		\$131,880
Cash Income		
Foundations	\$30,000	
Board & Advisors	\$10,100	
Individuals	\$4,000	
Corporations	\$15,000	
Total Income	\$59,100	
Expenses		
Travel	(\$6,733)	
Research related fieldwork local illustrators, translators, publishing companies	(\$27,267)	
Administrative	(2,289)	
Total Expenses	(\$36,189)	
2012 Net Income (Deficit)	\$ 22,911	
Balance December 31, 2012		\$154,794

The financials for 2012 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 adapting the girl’s book to the three new countries, the costs of the local illustrators, translators, and publishing companies in the four countries, the travel of the Executive Director to two countries to conduct advocacy for the new girl’s books with local donors and government, and specific administrative costs (e.g. accountant, web support). Various other activities, which included the research to develop the boy’s puberty book in Tanzania, were carried out during the year but outside of the fiscal scope of *Grow & Know* as incorporated. Revenues raised in 2012 are intended for use in 2013 and expenses related to this revenue and the program activities will fall under *Grow & Know* in 2013.

*UNFPA = United Nations Population Fund

*UNICEF = United Nations Children’s Fund

*DFID = Department for International Development (United Kingdom)

Grow & Know ...onward to 2013!

