



Annual Report 2019



Table of Contents

1-4	Introduction/Background
5-6	Kenya
7-10	Other book news: Pakistan, Tanzania, Ethiopia
11	Partnership with WorldReader (e-versions)
12-13	Chart of book distributions
13	Projects for 2020
14	Financials 2019

Board of Directors

Chairman:	Jill Sommer
Vice Chairman:	John Walker
Secretary/Treasurer:	Bridget Boyle

Staff

President:	Marni Sommer
------------	--------------

2019 Field Teams

Kenya:	Allison Carney & Beryl Arogo & Titus Mulei
Ethiopia:	Allison Carney & Kahsay Sibhat

Website: www.growandknow.org

**MAJOR MILESTONE REACHED IN 2019...
OVER TWO MILLION COPIES DISTRIBUTED!!!!**

Introduction

In our tenth year, we focused on exploring new approaches for scaling up our existing books, distribution of our Kenya girl's puberty book, developing a Kenya boy's puberty book, and beginning to develop a puberty book for boys in Ethiopia! We continued to focus our efforts on creating and disseminating content for girls and boys in low-income countries, and our new effort to develop content for a USA girl's book!

Key 2019 accomplishments included:

- Developing and launching a new website!
- Publication of 15,000 copies of our new Kenya girl's puberty book!
- Braille translation of two of our books in Tanzania & one book in Madagascar!
- Donations of over \$51,000
- Mobile/e-reader downloads of our books around the world!
- Over 2,000,000 hard copies of the books distributed across nine countries!

And...

**Grow & Know received the 2019 Power, Together Award
at the Women Leader's Global Forum, Reykjavik, Iceland**



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.

Developing and launching a new website

As we neared the end of our 9th year, it was time to revamp the *Grow & Know* website! We worked with a Columbia University undergraduate, along with our wonderful web design and support guru, Sinan Gundogdu, for many months. A new logo was created, along with updating the design and content. Check it out @ www.growandknow.org!

Disseminating our new Kenya girl's book!

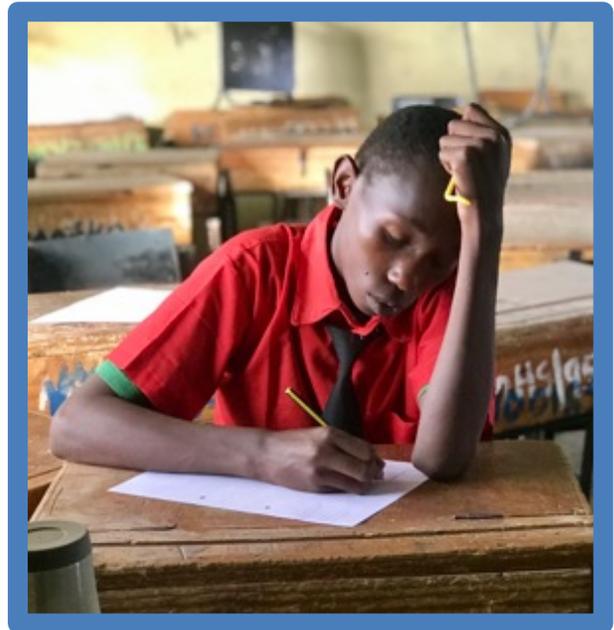
In 2017 we began development of a **Kenya girl's puberty book** in partnership with TROCAIRE (with support from the US Government DREAMS project). We conducted participatory research in rural and urban areas of Kenya, and field-tested the book in the rural areas and enormous Kibera slum in Nairobi. The book was completed end of 2018, and we distributed 15,000 copies in 2019 to local non-governmental organizations, UNICEF, UNFPA and took copies back to the schools where we conducted the research.



Beryl showing girls the new book!

Developing a Kenya boy's puberty book!

In 2019 we also began to conduct participatory research with adolescent boys in rural and urban areas of Kenya. The team learned all about the beliefs Kenyan boys have about their changing bodies, peer pressures, and experiences of violence. The content was developed for the new **Kenya boy's puberty book**, to be finalized in early 2020.



Titus leading adolescent boys in an activity!

Other book news....

PAKISTAN

In 2015, with generous support from *The Giving Wings Foundation & Stiftelsen Futura*, we began development of a **Pakistan girl's puberty book**. In 2018 we distributed 15,000 copies of the new book while we awaited approval from the government. In 2019, we finally received approval from the Sindh government! A huge achievement!



TANZANIA

In fall 2019 we launched a new project exploring the possible uptake of our **Tanzania girl's and boy's puberty books** through churches and mosques. This was after we learned that a Pastor at a church showed our books on the big screen on Easter, and 120 parents ordered copies! As part of our effort to always invest in the local economy, we decided to partner with a local animation start-up youth organization, TAI Tanzania, to

develop a promotional video aimed at parents about the books. You can check them out here: <https://www.tai.or.tz> Stay tuned for updates next year!

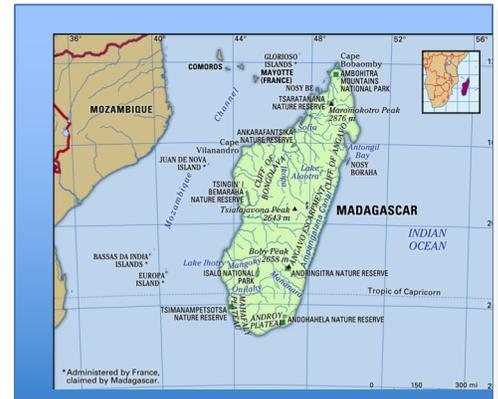
Translating our books into Braille!

A few years ago, a wonderful Tanzanian social entrepreneur translated our Healthy Adolescence book into Braille. In 2019 we supported the effort to translate our **two Tanzania puberty books** into Braille as well! This effort was greatly supported by Rehema Darueshi, the Women and Children's Coordinator of the League of the Blind in Tanzania, who you can see showing off various items below, including our books!



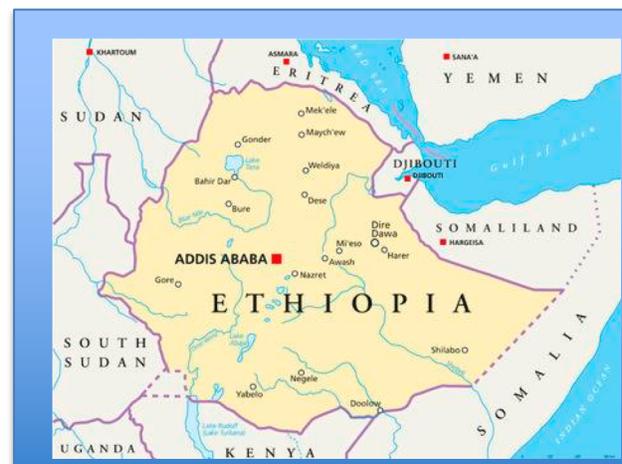
Our publisher in Madagascar also reached out in 2019 and asked to translate our **Madagascar girl's puberty book** into Braille for some schools housing visually impaired

girls. The book translation is underway, but takes some time, as they all have to be translated by hand (similar to Tanzania), and will be ready for distribution in 2020.



Beginning to develop an Ethiopia boy's puberty book!

We also began conducting participatory research in Ethiopia with adolescent boys, exploring their experiences of puberty, peer pressures and violence. This research was delayed first because of political disruptions in the country, and then because of the locust swarms arriving in the region. However, our team persisted, and had a wonderful time learning from the boys!



Visiting Dignity Period!

For over four years, there has existed a wonderful partnership between academics at the University of St. Louis in Washington, and Mekelle University in Ethiopia, have worked together with the Mariam Seba Factory (which produces sanitary pads) led by Freweini Mebhratu. Together they established Dignity Period, an NGO that distributes sanitary pads, training on puberty and menstruation, and our **Ethiopia girl's puberty book** to girls (and boys!) in the Tigray and Afar regions of Ethiopia. To date, they have distributed around 400,000 copies of our book! In August 2019, we visited the Tigray region to meet the team and get to know more about their great work! We happened to arrive in Tigray on a local holiday that celebrates girls and women ~ so there was dancing every which way we turned!



Freweini went on to win "CNN Hero of the Year" in late 2019, and you can read more here: <https://www.cnn.com/2019/12/08/world/freweini-mebrahtu-2019-cnn-hero-of-the-year/index.html>

Continued scaling of our existing puberty books!

We regularly receive emails from small and large organizations, peace corps volunteers, high school students doing volunteer work, college students doing a summer project, and donor organizations, inquiring about how to order more copies of our books. We continue to explore new ways of making them available locally, and will continue to identify new approaches with our publishers in 2020!

World Reader

We also continue to partner with the non-profit WorldReader to make all of our books electronically available in all the countries. Each month we are 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.



Girls reading on an e-reader!

Chart of Book Distributions

To more easily visualize the scope of *Grow and Know's* distributions across the countries, we are including a tracking chart for 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 2020); just through 2019.

**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	581,536	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	229,420	Save the Children, Room to Read, UNFPA, UNICEF, Cambodian Child's Dream Org, RTF/Gary, small NGOs
Ethiopia girl's puberty book	2013	2013	595,400	CARE, Save the Children, Ministry of Education & UNICEF, Mekelle Univ, IRC
Tanzania boy's puberty book	2013	(2019)	256,163	UNICEF, PACT, small NGOs
Cambodia boy's puberty book	2015	2015	158,251	Peace Corps, Let Girls Learn, Save the Children
Pakistan girl's puberty book	2018		15,000	Swedish donors
Madagascar girl's puberty book		2016	36,684	
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)	150,848	
Kenya girl's puberty book	2019		15,000	DREAMS/Trocaire/JSI
Kenya boy's puberty book			To be published in 2020	
Ethiopia boy's puberty book			To be published in 2020 <i>*COVID depending</i>	
TOTAL			*2,150,386	*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 2020

In 2020, 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, we are likely to explore additional digital approaches. We plan to disseminate 15,000 copies of the new Kenya boy's puberty book, and complete the development of the Ethiopia boy's puberty book. We will utilize the data we have been collecting the last 18 months across the country to develop a USA girl's puberty book. We are exploring the possibility of developing a girl's and boy's book in Sierra Leone, also dependent on the COVID situation.

Financials 2019

Balance January 1, 2019		\$340,521
Cash Income		
Foundations	\$30,000	
Board & Advisors	\$10,000	
Individuals	\$11,913	
Total Income	\$51,913	
Expenses		
Travel	(\$7,236)	
Research-related fieldwork, local illustrators, translators, publishing costs	(\$50,278)	
Administrative	(\$1,328)	
Total Expenses	(58,842)	
2019 Net Income	(\$6,929)	
Balance December 31, 2019		\$333,592

The financials for 2019 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 countries 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 2019 are intended for use in 2020 and expenses related to this revenue and the program activities will fall under *Grow & Know* in 2020.

Grow & Know
...onward to 2020!