



Annual Report 2020

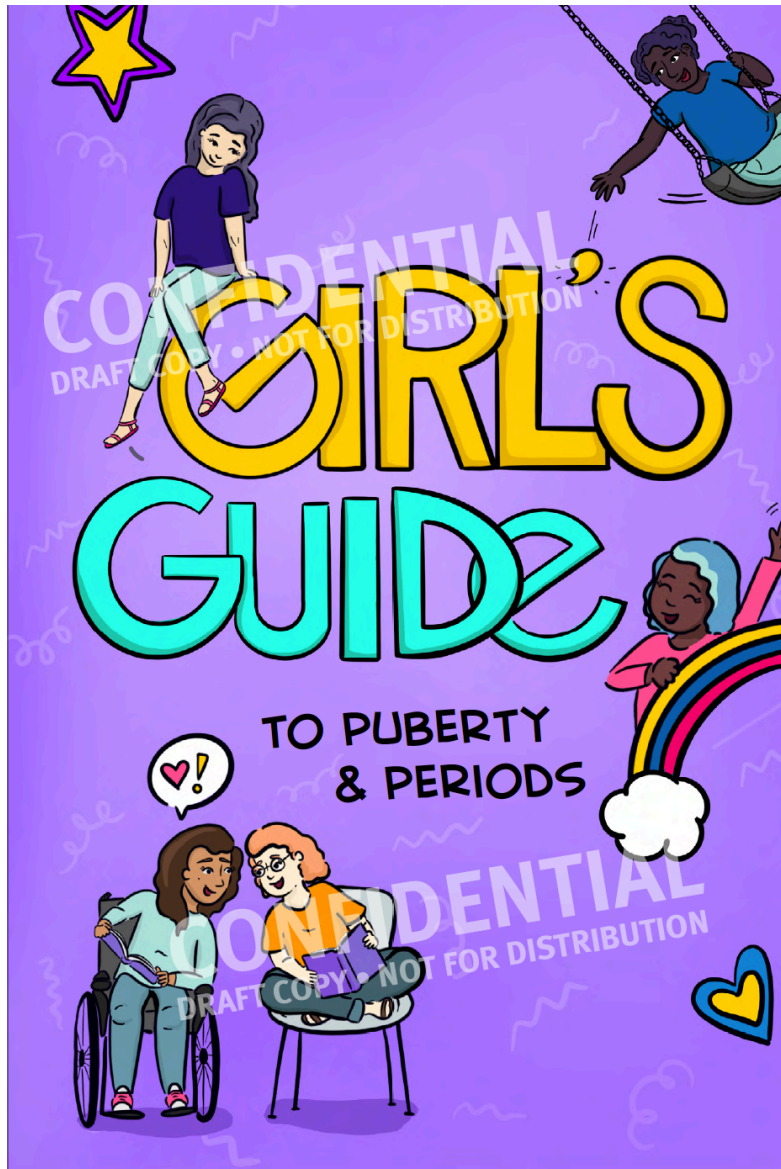


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Board of Directors

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

Staff

President:	Marni Sommer
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2020 Field Teams

Ethiopia:	Allison Carney & Kahsay Sibhat
Sierra Leone:	Naomi Cruz, Allison Carney & being hired now!

Website: www.growandknow.org

TEN YEAR ANNIVERSARY OF LAUNCH OF GROW & KNOW!!!!

Introduction

Although COVID-19 temporarily halted much of our planned fieldwork and outreach for the year, we nevertheless continued to make progress in reaching girls and boys with our existing puberty books in Tanzania, Ethiopia and beyond, with two new books under development: a girl's puberty book in the USA, and a girl's and boy's puberty book in Sierra Leone. We also want to reflect on all that has been accomplished through the decade of *Grow & Know* (2010 - 2020). We have always been a small but mighty team, and together have accomplished so much with your support!

Key accomplishments of the decade have included:

- Developing puberty books for boys and girls in 9 countries!!
- Over 2.8 million copies of our puberty books distributed!
- Mobile/e-reader downloads of our books around the world!
- Ministry of Education approval of our books in 8 countries (the 9th pending)!
- Winning the 2019 Power, Together Award at the Women Leader's Global Forum

And most important...

transforming girls' & boys' lives!

As one young girl said to our team in Tanzania last month:

Yes, this is the book brought by my Mother; it is a good book that explains about growth. I didn't know anything about growth but after reading this book I understand almost everything about growth and during my puberty I got no problem because I knew it was normal thing.

And one young boy in Tanzania reflecting on boys' and girls' changes:

...someone without knowledge about puberty is always worried but after knowing he/she become confident. For example, someone who does not know what to do if he erects he must be worried but this book explains different ways to follow during erection in public which makes boys confident.

And later commented:

I like also the way they explain the body changes to the girls in boy's book. This will help the boys to know what the girls pass through so that they may not laugh at them when we see the changes and cause them not to attend school.

And even a Tanzanian parent (a father) had something to say:

I bought it because I have a child in growth age. I understand that he may have not received enough growth education so by adding this content from this book he may get enough education. I read through it before buying and I realized that it is a good book which explain important things concerning growth.

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.

In the last ten years

Over the decade, we have used a very successful, low budget model of a two-person team leading the development of each new book in a country. Our books are never translated ~ 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!



We have followed the above model in all the countries where we have developed books, with government approval for the use of our books in schools in almost every country!

(Minus one that is pending per COVID)

Completing our Kenya boy's book!

Just before the pandemic hit, we were finishing up development of our new puberty book for boy's in Kenya! We are on hold to distribute the book until the boys are back in school (the country has been under repeat lockdowns) but our field-testing with boys suggested they would like it very much!

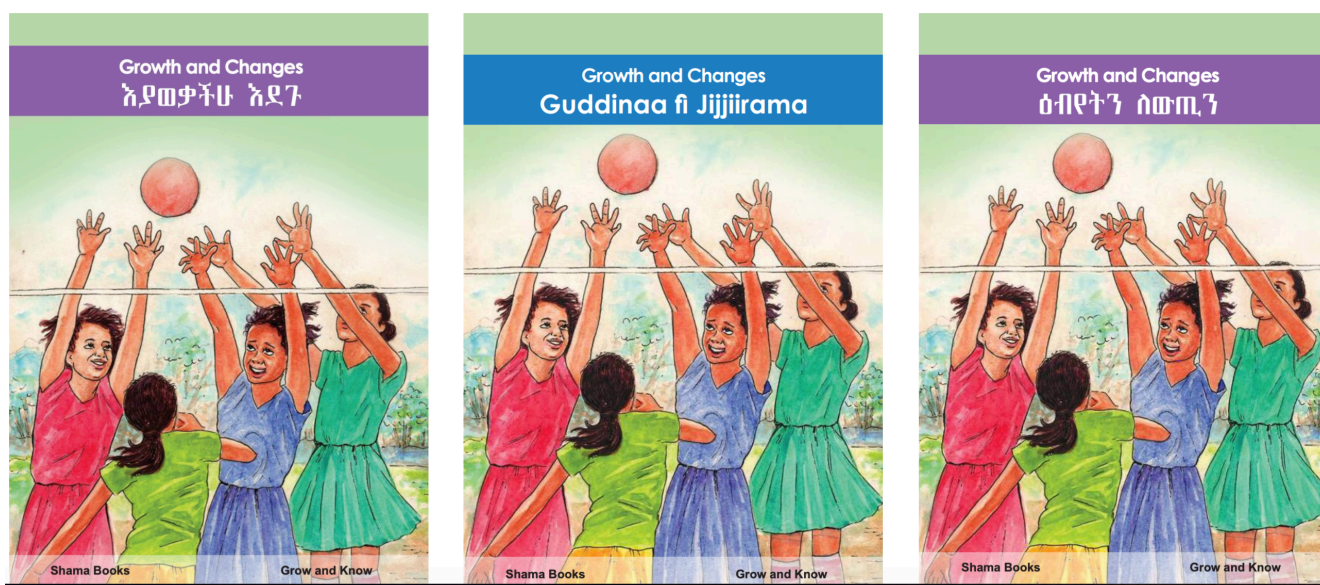


Titus was part of the Kenyan G&K team and had a great rapport with the boys!

Other book news....

Ethiopia

We completed our Ethiopia girl's puberty book many years ago, in 2012, and it received rapid approval from the government. Our original book was in Amharic-English, as all of our books include the local language and English (which they learn in school) so that young people can be both learning about their bodies, and practicing their reading and comprehension skills. Over the years, the Ministry of Education and UNICEF have sought to expand the reach of our books ~ there are over 80 ethnic groups in Ethiopia! ~ and our book, with their support, is now translated into 12 languages!

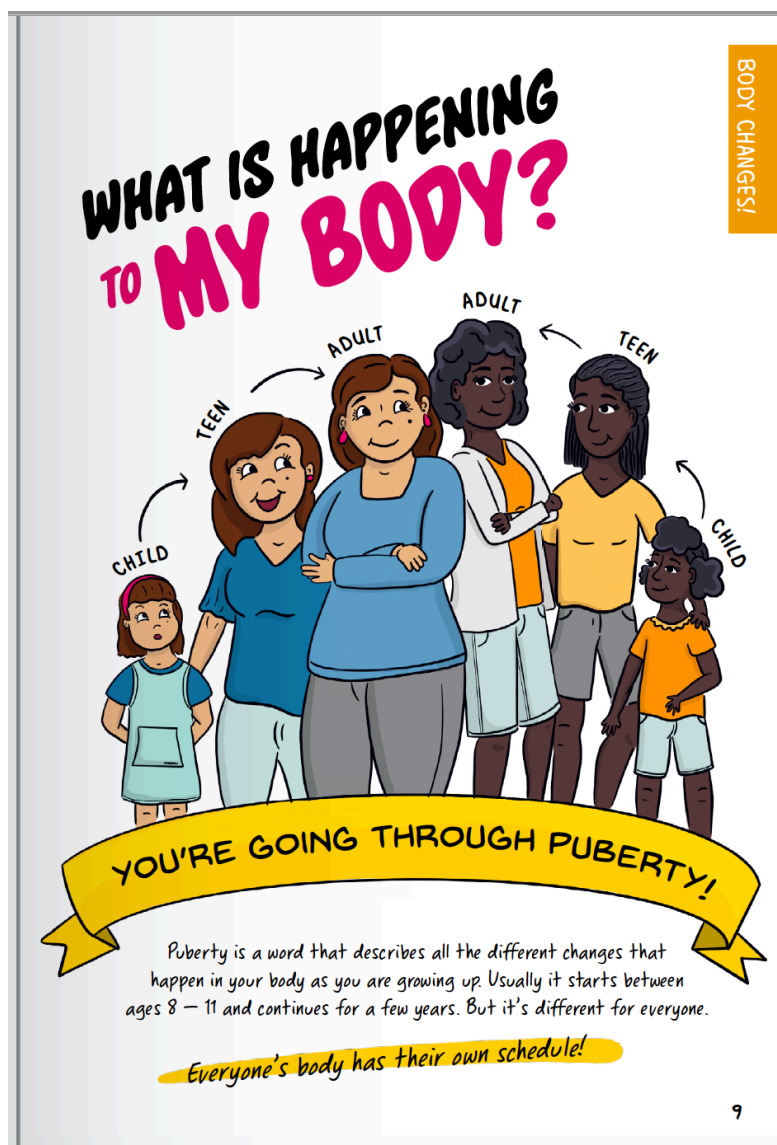


And an Ethiopia boy's puberty book!

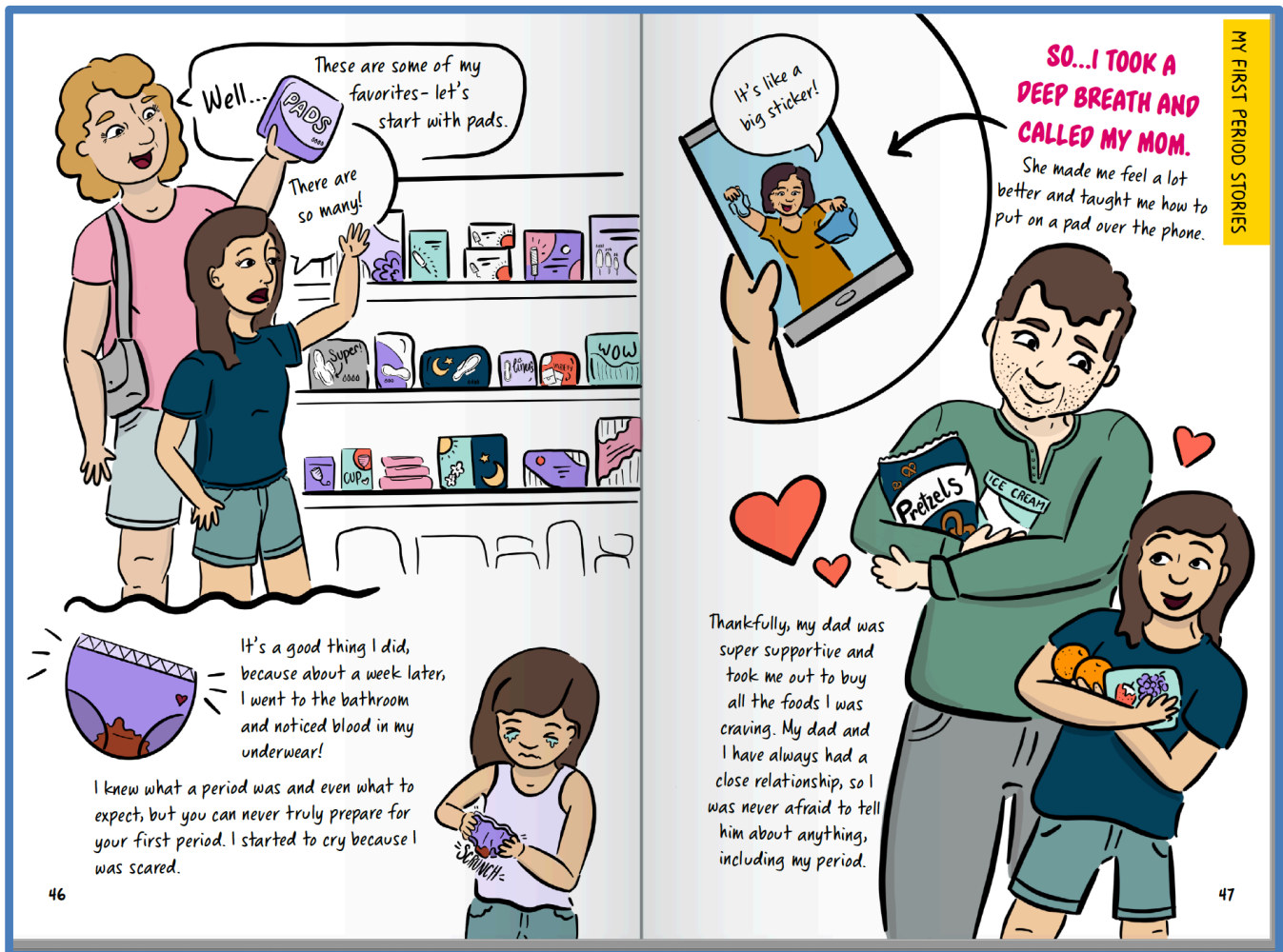
We began conducting participatory research in Ethiopia in late 2019 into early 2020 with adolescent boys, exploring their experiences of puberty, peer pressures and gender-based or other forms of violence. We captured some wonderful stories and questions from the boys! This research has been put on hold due to the pandemic and political upheaval in the country, but we do hope to finish up the boy's book one day!

USA

Two years ago, we began conducting research with low-income and immigrant adolescent girls across the USA, conducting participatory research to capture their first period stories, questions about their changing bodies, and other information they might need about puberty. The pandemic provided an opportunity for us to write the book content, hire a US illustrator and graphic designer (see cover of the book on the front of this annual report!), and conduct content testing with 9-13 year old girls across the USA! We hope to have the USA girl's book published in the coming months!



The USA book is a little different than our books in other countries, using a graphic novel format, including for the collection of first period stories that are included! See below one example set of pages from a story written by an adolescent girl in the US whose father stepped up when she needed him!



Sierra Leone

In late 2020, we began a partnership with CODE, a Canadian NGO, to develop a girl's and a boy's puberty book in Sierra Leone. They have a wonderful partnership with the Ministry of Education, and our completed books will be distributed directly to teachers being trained and to those in schools. Stay tuned for more details!

Continued scaling of our existing puberty books!

Although less so during this pandemic year with schools closed across the world, we continue to 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. Below is one example of an NGO based in Zanzibar who ordered copies of our girl's puberty books in recent months (each girl has a copy in front of her):



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.

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 2021); just through 2020.

**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	582,921	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	514,800	CARE, Save the Children, Ministry of Education & UNICEF, Mekelle Univ, IRC
Tanzania boy's puberty book	2013	(2019)	251,578	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	
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		9	To be published in 2020 <i>*COVID depending</i>	
TOTAL			*2,107,731	*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 2021

In 2021, 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 to disseminate 15,000 copies of our Kenya boy's puberty book when schools re-open, and also to complete the two books in Sierra Leone, and publish the new USA girl's puberty book, along with beginning its distribution to girls across the country!

Financials 2020

Balance January 1, 2020		\$333,592
Cash Income		
Foundations	\$49,000	
Board & Advisors	\$10,000	
Individuals	\$9,155	
Total Income	\$68,155	
Expenses		
Travel	(\$640)	
Research-related fieldwork, local illustrators, translators, publishing costs	(\$31,097)	
Administrative	(\$4,234)	
Total Expenses	(35,971)	
2020 Net Income	(\$32,184)	
Balance December 31, 2020		\$365,777

The financials for 2020 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 2020 are intended for use in 2021 and expenses related to this revenue and the program activities will fall under *Grow & Know* in 2021.

Grow & Know
...onward to 2021!