



www.forthegood.org

2017 Annual Report



A LETTER FROM THE EXECUTIVE DIRECTOR

I appreciate and share your desire to make a positive impact on our world, even when global challenges seem intractable. Though not a silver bullet, many conditions improve when girls have access to opportunity, when girls have choice over how their futures unfold. They stay in school longer, have fewer children, earn higher wages, and are healthier.

2017 marked a tremendous year of growth, largely because of you, our donors. Our budget grew by 265%, which allowed us to hire two additional community facilitators and a full-time sewer to produce the reusable sanitary pads in Kenya. Additionally, we embarked on a new approach to engage communities and empower girls that shows exceptional promise. We are having an impact at the entire community level as never before, and the response from communities has been incredibly heartening. Our seminars on human rights, gender, HIV, water/sanitation/hygiene, substance abuse, and saving attracts parents and community members from miles away. They say they've never heard anything like the information we bring, and please return as soon as possible with more.

You made an indelible mark on rural Kenya in 2017. Your partnership allowed us to reach more schools, more parents, and more girls than any previous year. You are creating real change that is shifting paradigms around girls and changing expectations among parents for their daughters. The world is better because of you. On behalf of the lives you have changed, I cannot thank you enough.

Kayce Anderson



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OUR IMPACT



Classroom in Kajiampan, Kenya

Girls and Communities Rise Together

Three years ago, when our work began, we focused on addressing one immediate barrier to girls' education in rural Kenya: lack of access to sanitary pads. We partnered with schools and communities in Kenya to remove this tangible barrier to girls' education by supplying girls with critical reproductive health education and reusable sanitary pads.

While distributing pads and health information to girls, we also listened, a lot. We listened to girls, mothers, fathers, teachers, and community leaders describe the barriers to adolescent girls. It became clear over time that access to sanitary pads was only one, though very real, barrier to girls' education. To be true to our mission of supporting girls' education, we needed to expand who we were talking with and what we were talking about.

Many of the same barriers were present in community after community – child marriage, early pregnancy, female genital cutting, water-borne diseases, alcohol abuse, sexually transmitted infections and underinvestment in girls' education. While these barriers are less tangible than lack of a sanitary pad, they are equally crippling to girls' opportunities. In response, we re-engineered our approach to empowering girls, applying proven techniques in novel ways to work with communities in rural Kenya.

Today, we facilitate a series of seminars geared toward changing the perception of girls so they may have the opportunity to live a life of their choice, whether it be to continue their education, pursue a career or trade, or work on the family shamba (farm). We begin with a meeting in which our Kenyan staff walks communities through the development of a long-term vision with special focus on health and education. Then students and community members, separately, are led through discussions on human rights and gender, which creates a foundation for the remaining seminars on WASH (Water, Sanitation and Hygiene), HIV, substance abuse, parenting and saving.

The seminars provide a platform that allows community members to learn, debate, reshape their views of girls, and mobilize to take action on education and health challenges. Additionally, this process provides an effective model for communities to identify and address other concerns through a democratic and collaborative process.



Presentation in Mikwani, Kenya

A Visitors View

FTG board member Shelly Sheppick traveled to Kenya with her 14-year-old daughter Ellie to watch the work of For the Good first-hand. Following is an article describing her impression of the trip.

I became a member of For the Good's U.S. board of directors in the spring of 2017. Fully supportive of For The Good's mission to educate girls, my fourteen year old daughter and I traveled to Kenya to see the program in action.

One day stands out in my memory. In the tiny village of Ubarini, we sat under a sprawling shade tree watching For the Good's Programs Director, Millicent Garama and her team of young educators facilitate a community seminar on gender roles. Men and women of multiple generations had left their work in the fields, some having walked several miles in the intense heat to join us. They divided into groups to discuss the division of chores between men and women. When it became clear that the women carried a substantial bulk of the workload and many young men didn't feel there was a problem with that, the conversation began to get heated.

Millicent took the community back to the goal-setting session they had completed earlier with the FTG team, in which they had developed a vision for themselves to 'have unity.' At that point, a community elder stood up and spoke. He eloquently offered the metaphor that if the community didn't work together, anyone could come and chop down the beautiful tree that was

shading us from the sun's intense rays because the community would be too divided to prevent it. He went on to say how important it was for the men to help the women with the family workload and to more equitably divide the chores of the children so girls would also have time to attend school and study.

The group clapped in support of what was said. The younger men who had been upset seemed to listen to this elder gentleman and calm down. As we got ready to depart, the village chief's wife expressed intensely that she hoped we would return very soon, saying the community wanted and needed the information we had shared that day and more.

The change that took place in just a few short hours under that village tree felt significant. For the Good's local Kenyan team had developed a way of communicating that spoke to the hearts and rationale of their fellow citizens, emboldening them to decide to support women and girls in their work and education. The opportunity to watch this transformation take place in person left an unforgettable impression, powerfully reinforcing my belief that For the Good is truly making a difference in the lives of many young girls and their communities in which they live. I hope you will join me in supporting this important work.



Mothers take part in a community session in Kaare

2017 Impact by the Numbers

We helped **85** villages develop a vision for their children's educations



We worked with **32** schools



We facilitated seminars on barriers to education to **1650** mothers and fathers





Girls in Kaare listen to a presentation

Economic Opportunity: Pad Manufacture Shifts to Kenya

At the Faraja Center in Chogoria, Kenya, a soft-spoken woman named Frida guides colorful fabric through a sewing machine, carefully crafting the high-quality, reusable sanitary pads For the Good distributes to girls. Her work marks the realization of a dream we've had since our beginning as an organization: the relocation of our pad manufacture to Kenya to provide economic opportunity to poor women in the region where we work.

Frida's journey reflects the life trajectory of thousands of young Kenyan girls. Born to subsistence farmers in a rural village, Frida attended primary school with her three siblings. Though she received high marks in her final Class 8 exam and loved school, she was unable to continue because the family's meager earnings could only support one child in secondary school. So, while her brother was able to attend university, Frida had to drop out after the 8th grade.

"I really wanted to study," says Frida. "My dream was to be a doctor. Unfortunately, there was nothing I could do to realize my dream."

Though her family wasn't able to support her secondary schooling, they were able to cobble together the funds to send Frida to a tailoring school. She got married, had two children, and was able to use her training to earn a little extra money for the family via a small sewing business she operated from home. Last year, she was hired on by For the Good to sew our pads.

Frida's dream now is for a better future for her children, and her work with For the Good is helping her make it come true. "My dream for them is that they will pass their exams, go to college, and realize their full potential. Initially I wasn't sure I would be able to educate them, but now I know I can. This job has really helped me since I am in a position to better my family and my own life."



Frida at work at the Faraja Center in Chogoria, Kenya

New Schools in 2017

FOR THE GOOD EXPANDS TO ADDITIONAL COMMUNITIES

The names of the primary schools within the Tunyai region of Kenya ring lyrically in Swahili: Tunyai, Gachene, Gakurungu, Ikumbu, Rwakarai, Matagatani, Rwerigo, Mariene, Muthitwa, Gakirwe, Kianamuthu, Meru Boys (neither a boys school or in Meru).

But while the names of the schools sound magical, the challenges of the children who attend them are considerable. At every level poverty interacts with age old practices to limit opportunity. Families at Gakirwe often lack enough money to pay for their children's school fees. Girls at Matagatani drop out when they marry or become pregnant at an early age. At Rwerigo, school is not a priority. Female genital cutting (FGC) is practiced by some families near Ikumbu, which signifies a transition to woman-hood and results in girls dropping out of school. At Rwakarai children miss school to find work.

Your dollars address these hurdles head on and have increased opportunity for young people in Tunyai's twelve primary schools. We began by challenging parents in each of Tunyai's 32 communities to develop long-term goals for their children's educations. These goals along with relevant information provide a foundation for informed decision-making when parents must decide how to prioritize limited family funds, whether their daughter should marry an older neighbor, or how/ if they talk to their daughters about HIV and other sensitive issues.

Tunyai is the first region where we have piloted our seminars that address educational barriers at the community level. Work with the twelve schools and parents carries on into 2018, so please stay tuned as we continue to work on your behalf to keep Tunyai girls in school.



Changes & Changemakers

COLORADO GIRLS SUPPORT GIRLS ACROSS THE GLOBE

As change agents, you know that making a difference in someone else's life is a gift in itself and can be as transformative for the giver as the receiver. When girls learn that they have the power to create positive change in the lives of others, they are empowered by the confidence that they can have an impact. This creates opportunity for girls at home and abroad.

Since our beginnings, young girls in Colorado have been powerfully affected when they learn that girls just like them across the world can't go to school because of barriers related to being a girl. Impassioned to make a difference, they've raised funds and spread the word.

In 2017, one of our most powerful young fundraisers was Ellie Urfrig, who raised funds in several creative ways. In the spring, Ellie partnered with friends to host a parents' night out where children were dropped off for an evening of games and a movie, and proceeds supported For the Good's work to keep girls in school. A few months later, Ellie also donated a portion of her Baht Mitzvah funds. In total, she raised enough to support girls at Rwakarai Primary School, showing how the passion and creativity of one inspired young woman can change the life trajectory of many girls.



L to R: Ella Lindenberg, Charlotte Fischer, Ellie Urfrig, Kate Hardacker, Amelie Ogilby and Sage Kaufman (missing). The girls met to brainstorm ways they might raise funds and awareness for For the Good.

WHAT'S IN A NAME?

What is in a name?

In 2014, our work began as a result of research conducted by board member Dr. Molly Secor-Turner when she found that a lack of sanitary pads were keeping girls out of school. That's why initially, we focused on addressing menstrual hygiene issues. We also wanted to normalize words such as menstruation and period, so we proudly wore it on our name. Since then we have listened and learned that other significant barriers are keeping girls out of school that must also be addressed.

We needed a name that would capture our expanded work and allow us to grow into the future. We no longer simply address menstrual hygiene; For the Good Period no longer represented the full scale of our work. We now work For the Good... of girls, her community, and our world.



Ellie Urfrig with a new friend in Kenya.

PARTNERSHIPS & EVENTS

PINTS & PADS & GALLERY EVENTS

The roots of our fundraising lay in a feisty pad making event called Pints and Pads held at The Fargo Brewing Company in Fargo, North Dakota. That inaugural gathering spawned similar fundraising evenings in Breckenridge and Denver, Colorado.

While our formal pads have always been manufactured at scale utilizing high quality fabrics and significant quality control, our Pints and Pads events have provided a fun, participatory opportunity for supporters to sew wildly creative carry bags for the pads while raising funds for the organization. The event in Breckenridge was no exception: enthusiastic sewers of all ages jumped in to create a hundred creative carry bags for For the Good's reusable pads while raising over \$4000, enough to support the entire community of Gakirwe. To top the evening off, The Pine Beatles, a local Breckenridge bluegrass band, created a song honoring menstruation!



Charlotte Hudnut proudly shows her work Breckenridge, 2017



A young supporter works to sew a bag with his mom at the Breckenridge Pints and Pads event, 2017



EXHIBITS & FILM SCREENINGS

For the Good has always believed in the power of photography to tell the story of the girls and communities we work with. In 2017, we held large scale photography exhibits at Colorado Mountain College in Edwards, Colorado and at The Breckenridge Theater in Breckenridge, Colorado. Information sessions about the issues and the work accompanied each exhibit's Opening Night.

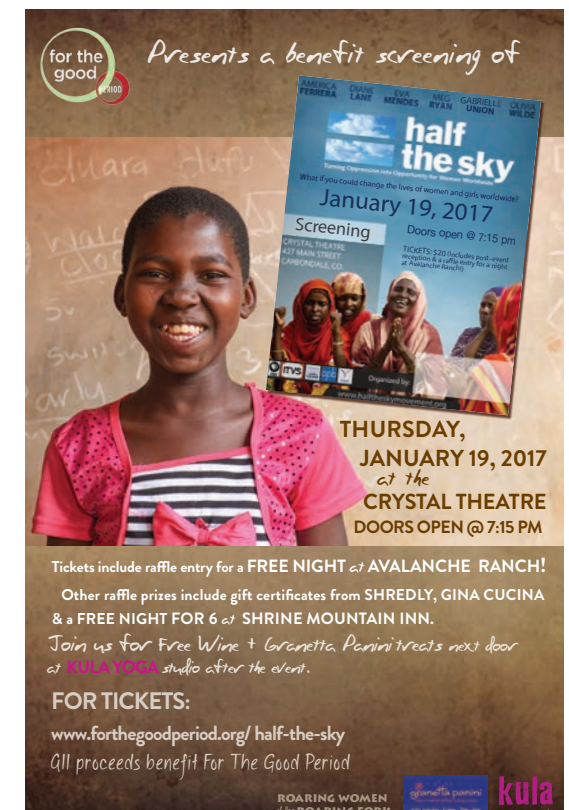
In addition to our photography exhibits, we also presented a benefit screening of the film "Half the Sky: Turning Oppression Into Opportunity for Women Worldwide" at the Crystal Theater in Carbondale, Colorado. The event not only served as a fundraiser for For the Good, it raised awareness of the issues facing impoverished women around the world while also highlighting the incredible capacity, resourcefulness and ingenuity they use to overcome barriers such as systemic poverty, patriarchy and slavery.

ROTARY PARTNERSHIPS

Rotary clubs became significant supporters of For the Good in 2017. In Summit County, Colorado, a \$3000 award from the Summit Rotary supported the girls attending Tunyai Primary School. Support from a Glenwood Springs Colorado Rotary Club sparked a cadre of local girls to fundraise for the organization with a \$3000 matching grant that assisted the community and school of Ikumbu.

SHREDLY PARTNERSHIP

For the Good was honored to partner with Shredly in 2016-2017. Shredly is a womens-specific outdoor clothing company home grown in Carbondale, Colorado, just up valley from our U.S. base in Glenwood Springs. Ashley Rankin, Shredly's founder, is dedicated to supporting causes that empower women and girls. Ashley created a leggings inspired by African colors and dedicated profits from each sale to For the Good, ultimately supporting girls at Gachene Primary School.



SUPPORTERS/FRIENDS

Our donors give more than dollars. They strive with us to make this world more equitable. We, at For the Good, are grateful for their trust and humbled to be partners in this journey.

\$5000 - \$10,000

Anonymous
Casner Foundation
Vivian Gordon
Rotary International
Lisa Troutt

\$2500-\$5000

Doe Browning
Club Rotario
Steve Dorfman
Isaac Gregory
John McBride
Louis Perrinjaquet

\$1000-\$2499

Ramona Bass
Jack Eck
Josh Emery
Susan O'Neal
Charlotte Parrill
Lisa Raleigh
Shelly Sheppick
Shredly

\$500 - \$999

Minette Doss
Emily Kulland
Anne Marie Letko
Linda MacMahon
Carrie O'Malley
Elizabeth Reynolds
Sharon Secor
Alexandra Storm
Lisa and Howard Tuthill

\$100 - \$499

Kayce Anderson
Amin Awe
Ash Beckham
Gini Bradley
Bob Brunson
Cynthia Buchenroth-Martin
Jennifer Burt
Timothy Casey
Katherine Daley
Claire Drewes
Fargo Brewing Company
Margaret Gavenda
Julie Goldstein
Jane Hart
Sue Herthel
Kristen Kozik
Kate Lapides
Larkin Lapides
Margaret Megee
Belinda Nixon
Janel and Joe O'Malley
Stephanie Porter
Marianne Roberts
Christine Santos
Ruth Schmitz
Molly Secor-Turner
Suzanne Stephens
Peggy Steldt
Brielle Stockton
Meggan Stordahl
Gina Stryker
Rick Taylor
Dara Whitmore
Sarah Zuege

\$1 - \$99

Deborah Arcieri
Mykell Barnacle
Catherine Barner
Kelsie Beasley
Christopher Beebe
Mark Butterworth
Michele Cardamone
Lisa Cole
Katherine Collins
Mike Conolly
Amy Courtney
Heather Devine
Tricia Erstad
Heidi Jo Frisch
Nancy Genova
Mary Gaugler
Kathy Groesbeck
Debra Gurley
Sian Hauver
Judy Haynes
Ryan Hoffman
Irene Hogan
Kate Hudnut
Rosalie Isom
Whitney Jacobs
Leslie Kasmir
Kevin Kotts
Patty Kravitz
Darin Lange
Linda LaRochele
Meg Lass
Suzanne Lavin
Nicole Luse
Julie Lyne
Roxanne May
Roberta Mohegan

Jennifer Morrison
Jay Nelson
Marcia Nelson
Meredith Ogilby
Michael Ratzen
Siri Olsen
Diana Scherr
Kaitlin Schmitz
Jordan Schultz
Sandra Smith
Kim Slaughter
Julie Stauffer
Brooke Thomas
Rebecca Treas
Gail Westwood
Robert Willborn

IN KIND SUPPORT

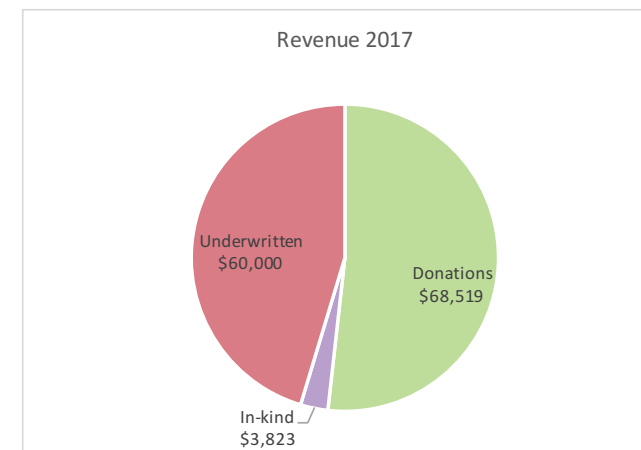
Colorado Mountain College
Draper White Photography
Gina Cucina
Granetta Panini
Holidaily Brewing
Kula Yoga
Rhumba Girl Liquors
The Pine Beatles
Thirsties



FINANCIALS

We leverage your money.

In 2017 our operating and program costs were \$28.1K and \$88.6K respectively. Of this, \$60K was underwritten, which means that your dollars can be spent on programs to improve opportunities for girls.



BOARD OF DIRECTORS

SHARON SECOR

Sharon Secor has traveled in Kenya supporting schools, dental clinics and hospitals for over twenty years. Her extensive experience working on community development projects and connections is critical to the success of our Kenyan programs.



MOLLY SECOR-TURNER, PhD, MS, RN

Dr. Molly Secor-Turner holds a joint appointment in the Department of Nursing and the Master of Public Health program at North Dakota State University. Her research on adolescent health and well-being from a human rights perspective in high-risk youth from rural North Dakota to Kenya brings critical insight to For the Good's approaches and reproductive health curriculum.



JORDAN SCHULTZ

Jordan holds a master's degree in Social Work from the University of Denver. She is a passionate and powerful advocate for increasing access to health care and education for at-risk populations around the world and brings extensive experience in donor development in the non-profit sector to For the Good.



KAITLIN SCHMITZ

Kaitlin Schmitz earned a master's degree in public health from North Dakota State University. She is currently a PhD Nursing student at the University of Colorado, studying biobehavioral science focused on adolescent health, sexuality, and human rights. Kaitlin is the inspiration and drive behind our original fundraising events and completed her masters research thesis in Kenya.



SHELLY SHEPPICK

Shelly Sheppick has held leadership roles in both the for profit & non profit sectors. She has served on numerous boards, co-chaired a major capital campaign and been the program director for a youth agency serving families in six Colorado communities. She strongly believes that the path to a more peaceful world is through the education of girls and women.



ADVISORY BOARD

For the Good's work in Kenya is guided by both a U.S.-based board of directors and a Kenyan-based advisory board. We are deeply reliant on the wisdom of our Kenyan board to guide our work in Kenyan communities and ensure that it is respectful, community-driven, and culturally relevant.

PICTURED, L - R: Eliphas Muteg, Millicent Mukindia, Harriet Ukima, Janice Nyaga, David Mbae, Rebbeca Muntune, Risper Kathure, Julius Nyaga, Kellen Wanja, Justice Murangu

MISSING: Gregory Mnene, Emis Gatwiri, Jane Kiura and Lucy Kajitita



STAFF

KENYA

MILLICENT MIKINDIA PROGRAMS DIRECTOR, KENYA

Millicent brings extensive community health and development experience to 4TG. A nurse with a masters degree in International Health from Queen Margaret University in Edinburgh, Millicent worked as a Kenyan Health Coordinator for Plan International for many years. With her husband Garama, she also founded the Faraja Resource Center to support vulnerable families in Chogoria, Kenya.



ROBERT MURITHI, FAITH NJERI, FRIDA KATHAMBI, ELIUD GARAMA ROLE MODEL EDUCATORS,

Robert Murithi holds an MBA from Meru University. He is a master facilitator who brings skills in peace building and conflict management to community work.

Faith Njeri holds a bachelors in nursing from Kenya Methodist University. She is passionate about empowering young women in Kenya.

Eliud Garama studied Human Resources Management at Karatina University. He volunteers countless hours to a center for vulnerable families in Chogoria

Frida Githinji is a master sewer who sews our pads in Kenya.



UNITED STATES

KAYCE ANDERSON, PhD EXECUTIVE DIRECTOR

Dr. Kayce Anderson has a PhD from the University of California, Davis. She applies her training as an ecologist to our work, combining evidence-based methods and community input to improve education outcomes for girls. Her deep passion and vision for gender equity in education inspired Kayce to found For the Good.



KATE LAPIDES MARKETING & COMMUNICATIONS

Kate Lapides holds a bachelors degree in art and sociology, pursued advanced studies in documentary photography at the Salt Institute in Maine and has spent two decades photographing for humanitarian organizations around the world. Kate brings a deep passion for telling stories of people pursuing good in the world and a background in video production, print design, marketing, and social media strategy to 4TG.



JOIN US

We have a lot of work to do. Lets do this together.

For the Good's work has opened up opportunities for thousands of girls in Kenya. But we want to create opportunity for millions. We will not be content to be a drop in the bucket. There is too much at stake. If expanding access to education is important to you, please consider making a gift. All gifts, regardless of size, are deeply appreciated, and have the power to change a girl's life forever. You can donate through our website at

www.forthegood.org

Or mail to us at:

For the Good
1028 Palmer Ave.
Glenwood Springs, CO. 81601

For the Good is a 501(c)3.
EIN 47-1979734. All donations are tax deductible.

*Asante Sana!
(Thank You)*

