



# 2020

*Annual Report*





# A LETTER FROM THE EXECUTIVE DIRECTOR

The last 12 months have been a rollercoaster of fist-pumping excitement and scream-into-a-pillow frustration. In January we helped the Loita Hills – a remote region of 646-square-miles and over 40,000 people – open the doors of its second day secondary school. A month later, another primary school committed to starting a secondary school within the month. We were on a roll. Team Angaza members, our young team of secondary school graduates, were going door-to-door enrolling students, and the religious and cultural leaders were coming around to the idea that they had a role to play in getting children, especially girls, in school. And then COVID hit.

Within weeks we pivoted our programming to develop an offline learning program on tablets that could be distributed across the Loita Hills. We talk about that COVID-response in the following pages so I won't go into those details here. Instead, I would like to use this page to recognize the tireless efforts of our Kenyan team and the perseverance of the students. Before COVID, our staff was completely unfamiliar with technology. I asked them to learn how to use Windows tablets, download software with spotty internet, create local networks to transfer content between tablets, and then teach it to others. They learned all of this without

complaint within weeks. They worked 12-hour days, crisscrossing the 646-square-miles of terrain atop their motorbikes on muddy roads to put the offline learning material on the tablets, and then again to deliver it to the students. The students were asked to simultaneously learn how to navigate a tablet and the offline learning platform and to actually learn math, science, English, and Kiswahili in a very new way.

When I created For the Good, I wanted it to be Kenyan led, but giving over power is difficult. I haven't been to Kenya in over a year, and I have had to hand over decisions to our Kenyan team that I would normally have made. They have proven their dedication and ability to lead the organization on the ground amid incredible challenges again and again.

For every frustration and wall that COVID has created, we are finding bigger doors of opportunity. I can honestly say that we are stronger now as an organization. More importantly, the communities we work with have positioned themselves to be stronger. I grieve for the lives and livelihoods lost during COVID, but I am grateful to be able to work with our communities to explore paths that we were previously too scared to explore. And grateful, too, for the hopeful future where these new paths will lead us.

*Kayce Anderson*



# MAKING AN IMPACT



- IMPACT: CORE PROGRAMS.....5
- COVID RESPONSE .....9
- PARTNERSHIPS FOR GOOD.....11
- FINANCIALS.....13
- OUR PEOPLE.....19



## THE EDUCATION CRISIS FOR GIRLS

Every day, barriers created by poverty and gender inequities keep millions of girls out of school.

**We're on a mission to change that.**

We invest in girls because we believe in their capacity, intelligence, and dreams, no matter the geography or circumstances they were born into — and because it is one of the most powerful ways to solve the most pressing issues facing our world.

## OUR MISSION

We work with communities to support girls' access to education so they are equipped and emboldened to drive their own lives.

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**“We educate women because  
it is smart. We educate  
women because it  
changes the world.”**

- Drew Faust, first female president of Harvard University





## A New Secondary School in Loita



*Najma and Classmates at Entasekera Primary in 2019*

In January 2020, for the first time, eight young Maasai girls – one pregnant, one already a young teenage mother – and ten boys started their lessons in one of the first affordable day secondary schools across a 646-square-mile region of the Loita Hills in southern Kenya. A month later, with word out that there was an affordable secondary school option, enrollment grew to 17 boys and 13 girls.

Research shows that secondary school completion offers the most benefits to girls' health and future opportunities. In rural Kenya, research also shows the greatest predictor of whether a girl will attend secondary school is the presence of a nearby and affordable school. In many rural regions like the Loita Hills, however, these nearby schools simply don't exist. Prior to the new day school in Morijo-Loita, the only option for secondary education was a boarding school that costs \$400 USD a year, far beyond the means of most local families. Only 16% of girls complete primary school and transition to secondary school in the Loita Hills region. That's why one of our core interventions is working with communities to find low-cost, high impact opportunities to open secondary schools, so that promising students can continue their educations at a critical stage.

The school at Morijo-Loita was envisioned and launched by the parents, teachers, school committees, elders, and government administrators of the community of Morijo in partnership with For the Good.

We provide guidance through the government-mandated process of starting and registering a secondary school, and communities provide the leg work. These partnerships are key to sustainably expanding education for girls in Loita and beyond because it develops capacity within the communities to leverage government resources. Furthermore, the resulting secondary schools are truly theirs, which is a point of pride and commitment. For the Good does not build the schools for them. In fact, the Kenyan government will often provide funding to build classrooms if the school can demonstrate that they have met the government requirements for starting a school – a bit of a Catch 22 that we help them with.

While 30 students feels tiny, our approach with Morijo-Loita creates an accessible model for other communities to follow, which can quickly lead to significant regional change. Already a neighboring community saw the success at Morijo-Loita and decided to open their own secondary school. We are working with three other communities to start secondary schools in the next three years, which will provide affordable day schools within walking distance to 87% of the children of the Loita Hills. Within the space of just a few years, that tiny beginning can snowball to expand opportunities for thousands of girls and boys in the Loita Hills in a sustainable and lasting way.

**“Women and girls are Africa’s greatest untapped resource, and it is they, not diamonds or oil and minerals, that will be the foundation for solid, sustainable and equitable progress.”**

–Joaquim Chissano, former president of Mozambique



# A Life on the Edge: Najma

Najma is an animated, confident 15-year-old currently in her last year of primary school. Her family is Somali and one of the few Muslim families in the Loita Hills. Everyone has to work long hours gathering firewood and water and tending to the family livestock to survive, and Najma starts each day early in the morning long before school begins, fetching water and helping out with other life-sustaining chores. After school, she spends more hours contributing to the household, leaving little time to study. Sometimes she doesn't begin her homework until 9:30 PM, and studies by firelight in the small bedroom she shares with ten siblings.

Despite these challenges, Najma loves school and believes an education will allow her to make her own choices, earn a good salary and help support her family and community. Najma was one of the early beneficiaries of our emergency response to COVID-19 school closures, studying four hours daily using tablets and Kolibri, the offline education program we developed. Thanks to that program, Najma and over 300 additional students across the Loita region were able to study their standard curriculum while also gaining access to technology and hundreds of creative, student-centered lessons.

Dismayingly, the new world that has so recently been opened to Najma and her peers may shut down to them as they approach the end of primary school this year. Though a secondary school exists within the community she lives, it is a boarding school with high tuition costs. The next closest options lie either 15 miles to the north at the new school in Morijo-Loita or 15 miles to the south in the community of Olmesutie, where we are currently working to open a day secondary school. All of these schools are, however, too far to walk for Najma and her classmates, and few families in her community have other options to get their children to school.

This discouraging reality and the disparity it represents shuts down education and opportunities for millions of boys and girls like Najma every year. Once their teenage daughters are out of school, families who are already struggling to survive often feel few other options but to arrange their daughters' marriages to best secure their futures.

We have begun laying the groundwork for a day secondary school in the community where Najma lives. It's our hope that we'll be able to open this school in time to see Najma and her peers continue their educations and realize their dreams for their futures.



"I want to study so I can improve my life, the life of my family and my community."



*Najma in 2019, above, and studying with her tablet, left, in 2020*



# Covid-19 Response in Kenya: Turning Adversity into Opportunity

When COVID closed down schools in Kenya, the Ministry of Education was proactive in getting lessons out to students via radio, internet and television. For a region like the Loita Hills, however, where 98% of households lack access to electricity, internet or modern technology of nearly any kind, children remained shut out from learning. As it has across the world, COVID further magnified long-standing inequities for students living in poor, rural communities.

To keep students connected to school during the lockdown, we quickly pivoted to find technology that didn't require internet. Due to Kenya's stringent curfews and travel restrictions, this meant finding a solution using only the limited resources within the remote communities we serve. By April, we partnered with school administrators to unearth hundreds of tablets that were given to schools as part of a political promise in 2016. The tablets were seldom used because the teachers were not taught to use them, and many schools lack electricity. We loaded each tablet with an offline education delivery app called Kolibri, which can be used to put educational lessons onto tablets via local networks and thus doesn't require internet. In May, we began delivering tablets to students. By June, we had reconnected over 300 students to their lessons.

Initially, we loaded the tablets with curriculum that matched what the students would be learning in their classrooms with the idea that they would return to school within months. As the COVID shutdowns drew on and the government decided to repeat the school year, we shifted to provide content that they would not see in the classroom to better leverage this unique access to a piece of technology. This consisted of STEAM and literacy-focused material such as novels based in East Africa, stories written in their mother tongue Kima, interactive math and science lessons, tutorials on word processing and spreadsheets, and lessons on their Window's 10 tablets.

While we remain anxious for the many girls whose dropout risk has been greatly heightened by COVID-school closures, the tablets have provided unexpected and important opportunities to students in Loita. Pre-COVID, teaching resources in local schools were limited to a handful of dated textbooks. Through the tablets, students have access to engaging student-centered content for the first time in their lives. The feedback from teachers and students has been so overwhelmingly positive that we have added tablet learning to our core programs and will continue to support the curation of STEAM and literacy content going forward. The opportunity to offer these rich new resources to Loita's under resourced schools has been COVID's silver lining, one we're working to maximize and leverage indefinitely and for the good.

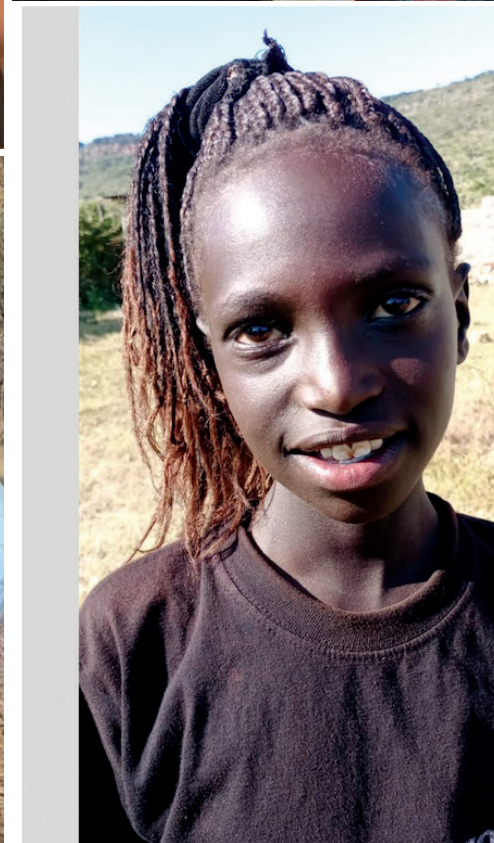


Maasai students with their tablets in 2020



# Partnerships for Good

## CHAMPIONS FOR GIRLS' EDUCATION AROUND THE WORLD



***"It has been said that something as small as a butterfly's wing can ultimately cause a typhoon halfway around the world." – Chaos Theory***

This year we have witnessed how a microscopic virus created a figurative typhoon around the world. The inner connectedness of our humanity has been laid bare. While this understanding has always been an underpinning of our work, it is sometimes hard to make real.

Our year-end fundraising campaign this year applied chaos theory. Over 90 young people in Colorado, Kentucky, Ohio, Mexico and Kenya teamed up with family members and friends in their COVID school bubbles to jump rope to exhaustion (or tripping) in hopes of creating a typhoon of change, which they did. They raised over \$28,000 in a single day, which will allow us to start more secondary schools and enroll many more out-of-school children. Our Jump-For-The-Good jump-a-thon event joined together the youth we serve in Kenya and young people in the U.S. who work to make a difference. Participants of all ages and abilities took part, from four-year-olds just gaining the coordination to skip rope to Maasai teens who jumped in traditional style to a family of kayaking legends who did back flips while jumping on a trampoline. The event allowed participants in Kenya to share a small glimpse of their lives with their U.S. peers. In turn, young people in the U.S. were able to share why they care and why they believe that all children, no matter what their circumstance, should also have a chance to go to school.

Events like these not only allow us to grow our work in Kenya, they also demonstrate that all of us, no matter our age, can have big positive impacts halfway around the world. Furthermore, they help humanize issues that can seem far away and cultivate a culture of empathy in a new generation. When we are afforded opportunities to share in activities and listen to another's story, we learn we are more alike than different. And we are reminded that what happens for someone on the other side of the world impacts us all.

*"We are kind and caring creatures that care about the world...We're in this together and we need to help people, because everybody should get to go to school. So it can be fair."*

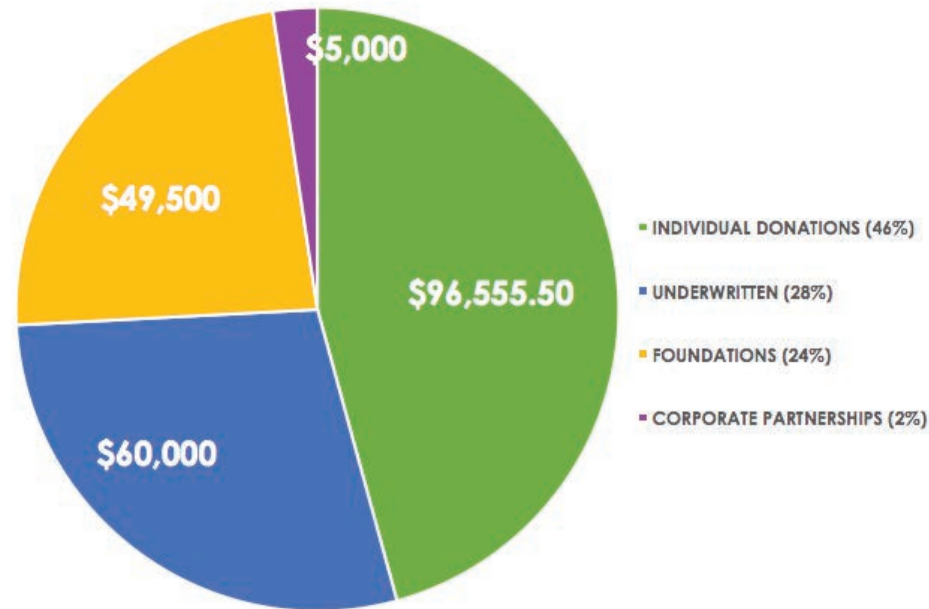
*-Jackson Porter, Age 6 12*



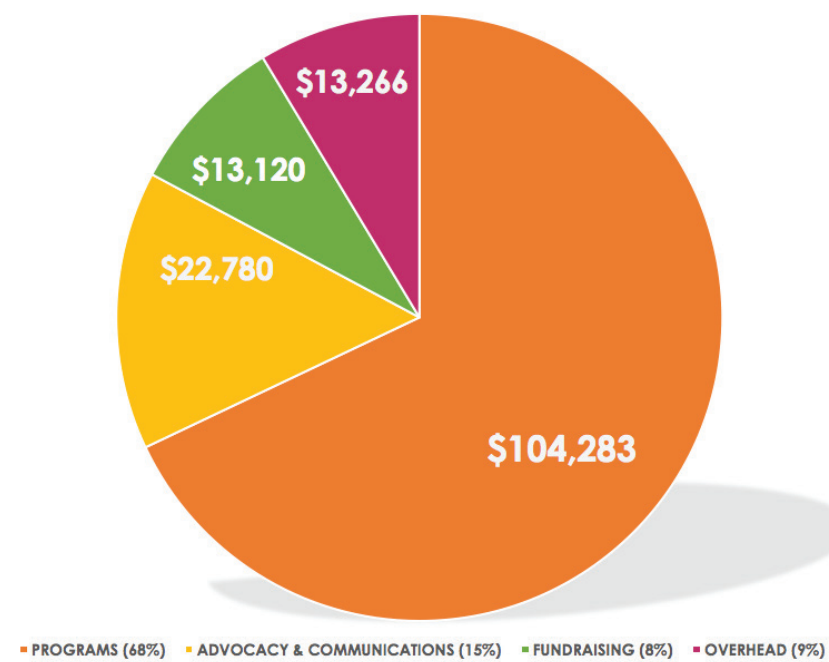
# 2020 FINANCIALS

Despite the global crisis, **2020 was our most impactful year** yet thanks to the generosity of so many. We raised more money, supported more programs and touched more lives than ever before.

## REVENUES



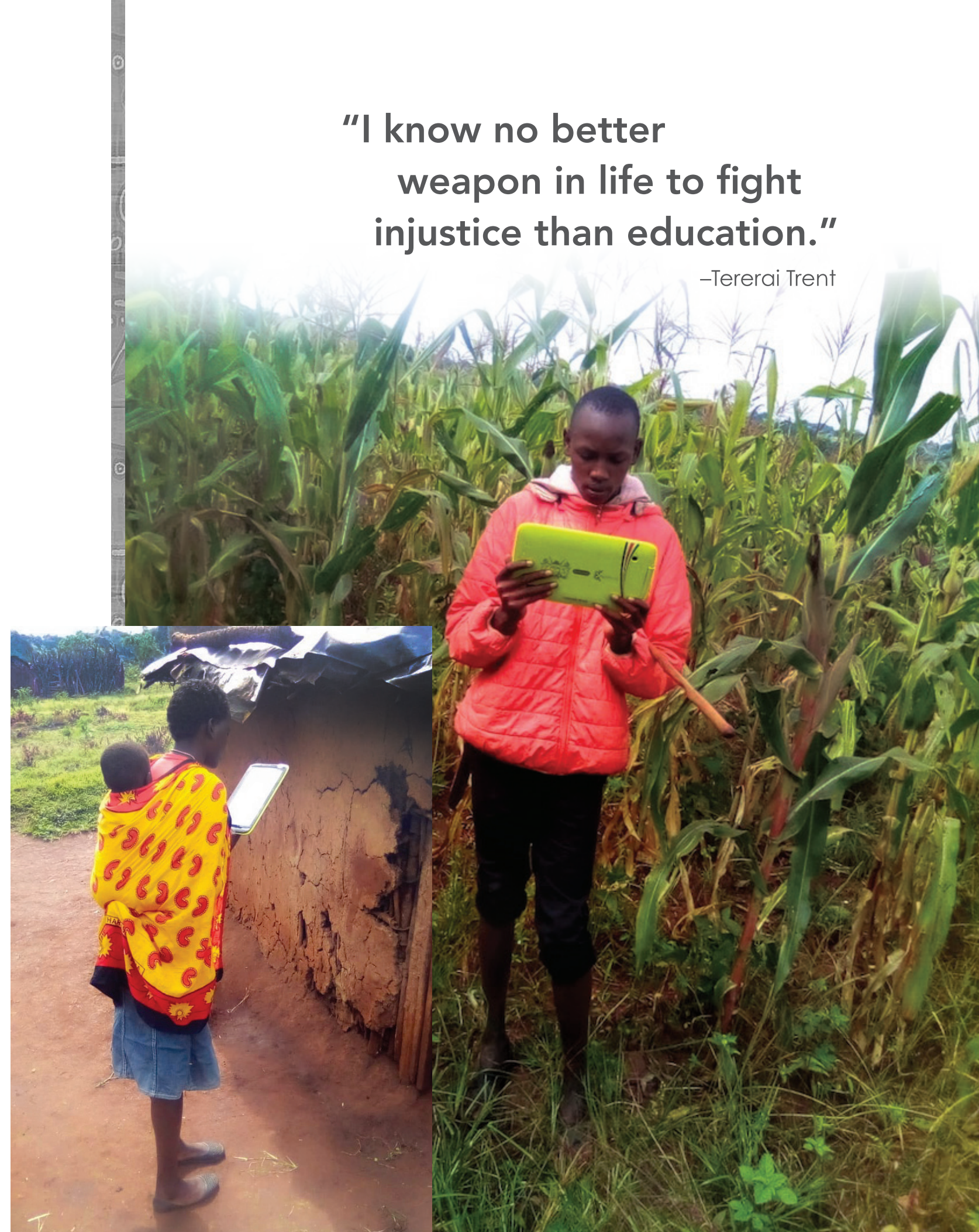
## BREAKDOWN OF EXPENSES



\*Note: A percentage of our Advocacy/Communications allocation is Program work in Kenya.

**“I know no better  
weapon in life to fight  
injustice than education.”**

–Tererai Trent





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We're grateful for the support of businesses who share our vision of a better world for women and girls. In 2020, The iA Institute Women's Conference and partners: ERC, Interactions, NCB Management Services, Phillip & Cohen Associates Ltd. and Katabat provided vital sponsorship to our organization.

In addition to our corporate partners, over 90 socially-minded young – and the young at heart – people took part in a Jump-a-thon on Giving Tuesday to raise funds and awareness for our work on behalf of girls:

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Kaia Black  
Greta Braudis  
Leo Campbell  
Neve Campbell  
Alden Carlson  
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## DONOR SPOTLIGHT: HEIDA THURLLOW

The gender discrimination experienced by young girls in Kenya is all too familiar to Heida Thurlow. In the sixties, she was the only female in her graduating class at the Essen Engineering College in Germany. Then, when she moved to Texas in 1970, no oil company would hire her as a young female engineer. Unable to find work in her professional passion, she pivoted to start a cookware company in 1971. Once again, doors closed due to her gender: no bank would give Heida a business loan until she finally met a female loan officer who believed in her idea and potential.

Fifty years later, Heida's cookware company, Chantal, is a multi-million-dollar success. She's still its director and dedicates a portion of its profits to helping other aspiring girls and women overcome the barriers that prevent them from realizing their own dreams. She co-founded an organization that provided Afghan women safe spaces for education during the reign of the Taliban. Through her foundation, she also funds a shelter for women in Houston and girls' education in Kenya through her support of For the Good.

Heida believes this change happens best when women themselves offer their time, belief and mentoring to lift up other females. "My mother was my inspiration," says Heida. "Whenever I began to be demoralized, she would say to me: 'Heida, do not accept this.' It's so helpful to have another's voice telling you: 'Believe in yourself and you can do it!' This gave me the wind under my wings."

"If, as women, we've been able to become independent and financially secure, then it's really up to us, once we find that space, to look around at what is happening and say, 'This is not right.' It's encouraging to me to watch so many women now standing up to identify these wrongs. Helping women and girls is something that is dear to me. I think it's a wonderful thing that For the Good does, giving these girls an opportunity to be educated. And giving them the wind under their wings to become self-sufficient. Together, we can make a difference."



Heida, top right, with daughter Gina, left, and son-in-law Sadler. In front are Heida's grandchildren Colbie, Mia & Becker, who are already following in Heida's philanthropic footsteps, raising funds and awareness for us in our Jump-For-Good Giving Tuesday fundraiser.

"If, as women, we've been able to become independent and financially secure, then it's really up to us, once we find that space, to look around at what is happening and say 'This is not right.' Together, we can make a difference."



## BOARD OF DIRECTORS, U.S.

### MARTHA COCHRAN

Martha is the Conservation Director for Space for Giants, an international conservation organization that works to protect elephants and their landscapes in Central and East Africa. She is the former executive director of Aspen Valley Land Trust and has worn previous professional hats ranging from newspaper editor to business owner and community college administrator. Martha has been involved with dozens of other nonprofit organizations as a board member or staff and brings her wealth of expertise in nonprofit governance and operations to For the Good.



### DR. BARBARA FREEMAN

Barbara is the creator and team leader of LaMedichi, a non-profit financial savings and credit club to help vulnerable communities build financial security. She has more than 25 years of experience in social innovation and education, research and development, risk management and leadership for change. Barbara has worked extensively on five continents, is a long-standing consultant to the World Bank and was a visiting scholar for many years at UC Berkeley Graduate School of Education. Her decades of international work in innovation and education bring invaluable insight to our programs.



### DR. LISA RALEIGH

Lisa is an independent nonprofit fundraising consultant who brings over a decade of successful, frontline fundraising and management experience to For the Good. Prior to consulting, she spent eleven years as the Director of Advancement for Colorado Rocky Mountain School and co-founded Backbone Media — an outdoor industry specialty PR firm. She is also a trained hydrologist with a PhD in Environmental Science. Lisa is an inveterate international traveler who is deeply committed to human rights and environmental issues and passionate about most things outdoors.



### SHELLY SHEPPICK

Shelly began her career in strategy and training for emerging tech companies and currently works as an advisor at the iA Institute, an innovative, specialized media company that offers insight and guidance to professionals within the finance industry. In between, she turned her sights to the nonprofit sector for a decade, co-chairing a major capital campaign, working as a program director at a youth organization and serving on the board of directors for numerous nonprofits. Shelly believes strongly that the path to a more peaceful world is through the education of our planet's girls and women.



## BOARD OF DIRECTORS, KENYA

Our work is guided by both a U.S.-based board of directors and a Kenyan-based advisory board. The skills, talents and wisdom of our Kenyan board guide our work in Kenyan communities and ensure it is community-driven, thoughtful and culturally relevant.

**FRONT ROW, L - R:** Josephat ole Mashati, Millicent Garama, Emis Gatwiri

**BACK ROW L - R:** Justice Murangu, Janis Karini, Garama Tsuma

**NOT PICTURED:** Jane Kiura, Eliphaz Mutegi, Gladys Rucha, Kellen Wanja



## STAFF

### DR. KAYCE ANDERSON, EXECUTIVE DIRECTOR

Kayce has a masters and a PhD from the University of California, Davis. She is a humanitarian, ecologist, mom, explorer, and eternal student whose passion and vision for gender equity in education inspired her to found For the Good. She feels strongly that education is a right and a leverage point to address many global challenges. Kayce applies her training as an ecologist to our work, combining evidence-based methods with deep listening to communities to improve education outcomes for girls.



### MILLICENT GARAMA, MS, RN, KENYAN PROGRAMS DIRECTOR

Millicent earned a master's degree in International Health from Queen Margaret University in Edinburgh. She has over 30 years of experience in community development and health education work in Kenya. She was the Kenyan Health Coordinator for Plan International prior to her work with For the Good and cofounded Chogoria's Faraja Family Resource Center. Millicent is a masterful facilitator and a warm, compassionate spirit dedicated to increasing opportunities for girls.



### KATE LAPIDES, MDP, COMMUNICATIONS DIRECTOR

Kate holds a bachelors degree in Humanities, completed advanced studies in documentary photography at the Salt Institute in Maine and just completed a master's degree in International Development Practice at Regis University. She is a profound believer in photography's capacity to humanize complex issues and has spent two decades working as a photojournalist for humanitarian organizations around the world. In addition to photography, Kate brings over a decade of experience in design, marketing, video and PR to For the Good.



### JOSEPHAT OLE MASHATI, MAASAI PROGRAMS MANAGER

Josephat Ole Mashati is a former educator who now runs our programs in the Maasai communities of the Loita Hills. A man of many hats, he is also a pastor and, along with his wife Juliana, also runs a community organization that empowers vulnerable Maasai widows and individuals with physical disabilities. Josephat earned a bachelors degree in Education at Africa Nazarene University and pursued advanced studies in Management and Teaching of Higher Education at Strathmore University.



### TEAM ANGAZA INTERNS

Team Angaza members are local high school graduates who support our community outreach work and research in exchange for professional development and tuition support for their educations.

**STANLEY MASAGO** graduated from Loita High School and is planning to pursue advanced studies in Information Technology.

**BRENDA MIANO** graduated from Loita High School and is currently working towards a certificate in Early Childhood Education.

**NICHOLAS MEIPUKI** graduated from Loita HS, then spent two years in National Youth Service at College Gilgi.

**JANET SINOI** graduated from St. Marys High School and hopes to attend Utalii College in the future.

**NELLY SONKOI** graduated from Maasai Girls HS. She is studying Hospitality and Catering and hopes to attend the Nashulai Training institute.



L to R: Stanley, Brenda, Nicholas, Janet and Nelly



# JOIN US

*We have a lot of work to do. Let's do it 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 are not content to be a drop in the bucket. There is too much at stake. If expanding access to education for all children 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](http://www.forthegood.org)

*Or mail to us at:*

For the Good  
1002 Cooper Ave. Suite 100  
Glenwood Springs, CO. 81601


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

*Asante Sana!  
(Thank You)*



*Recess at Osinedate Primary in 2019*





**“No matter where you’re from,  
your dreams are valid.”**

- Lupita Nyong'o

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