Tostan’s mission is to empower African communities to bring about sustainable development and positive social transformation based on respect for human rights.


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Dearest friends and supporters,

I would like to tell you the story of Lamarana Ba. When Tostan entered her community of Kibassa, southern Senegal and implemented its non-formal education program, Lamarana soon became a passionate participant. Keen to empower herself with the skills needed to drive the development of her family and the wider community, Lamarana was eventually elected as a member of her Community Management Committee (CMC), which is responsible for coordinating community activities as well as guiding social mobilization and awareness-raising efforts long after the Tostan program concludes. Lamarana proved herself to be perfect for the role. When it comes to organizing a village cleanup, for instance, her leadership skills and ability to mobilize the community help to keep her village spotless.

The energy and activism that Lamarana brought to her position are characteristic of the entire Kibaasa CMC. In recognition of the impressive leadership that Lamarana, the CMC, and the rest of the village had displayed, Tostan invited Kibaasa in 2010 to take part in the Solar Power! Project, a joint program with the Barefoot College in India, a non-profit school which promotes sustainable rural development around the world by training women from remote communities to become grassroots solar engineers.

Through the program, Tostan agreed to sponsor a woman from Kibaasa to attend the Barefoot College, and everyone in the community agreed that Lamarana was the natural choice. When she returns from her training, she will be able to install and maintain solar panels in her community, for the first time allowing her seven children and the rest of her village to have access to electricity – a true breakthrough, one brought about by Lamarana’s leadership and determination.

Our community here at Tostan had many breakthroughs of its own in 2010, which I invite you to learn more about in this annual report. None of our recent advancements would have been possible without you. Your extraordinary support has enabled us to grow, and your generosity continues to touch me deeply.

In 2010, Tostan worked with over 820 communities across 8 African countries. In all of these locations, we have worked with dedicated individuals like Lamarana to facilitate community empowerment through discussions on human rights, literacy and numeracy and to promote dialogue around harmful practices such as female genital cutting (FGC) and child/forced marriage.

It is my deepest conviction that with the continued work of Tostan and with your continued support, the children of Lamarana, and their children in turn, will have happy, healthy futures, filled with the opportunities they and communities across Africa deserve.
Our Focus

Tostan is a US 501(c)(3) nongovernmental organization whose mission is to empower African communities to bring about sustainable development and positive social transformation based on respect for human rights. Working primarily in remote regions, we provide holistic, participatory education to adults and adolescents who have not had access to formal schooling.

For over two decades, Tostan has demonstrated that providing such an education transforms learners and their communities, leading to meaningful and sustainable social change.

Tostan’s unique 30-month education program, known as the Community Empowerment Program (CEP), includes modules on human rights, hygiene and health, literacy, and project management. It also employs community-led outreach strategies that engage program participants in their own and neighboring villages. Through this approach, Tostan has transformed the lives of thousands of people in Africa.

In Wolof, the most widely spoken language in Senegal, Tostan means “breakthrough,” as well as “spreading and sharing.” This word was suggested to Molly Melching, Tostan’s founder and executive director, by renowned African scholar Cheikh Anta Diop. He believed that to foster democracy, development must be educational for all involved, always rooted in and growing out of existing cultural practices and local knowledge.

Influenced by this philosophy, Tostan honors the local context of our participants. Our classes are held in local African languages, and we hire and train culturally competent and knowledgeable local staff. Classes are taught in a participatory manner and emphasize dialogue and consensus building, highly valued skills in African societies. Learners create songs, dances, plays, and poetry inspired from traditional culture to reinforce new knowledge.

Tostan believes that when participants start with what they already know, they can expand and “break through” to new understandings and practices and easily share with others what they have learned. Tostan’s approach centers on the recognition that the most immediate, effective, and sustainable social change and development occurs from the ground up and is built from the pre-existing strengths, assets, and goals of communities themselves.

Communities simply need the tools and knowledge that will empower them to work for their own well-being. It is Tostan’s mission to provide those necessary ingredients through education and organized diffusion.
Steps Forward in 2010

Our goal is to empower communities across Africa through our holistic program in order to facilitate positive social change through discussion and debate. In 2010, with the support of our friends and partners, Tostan was able to grow and achieve more than we could have ever hoped.

- **1** Skoll Award for Social Entrepreneurship celebrating Tostan’s unique approach in turning challenge into opportunity
- **490,000** Community members empowered
- **1,718** Active Community Management Committees advocating for human rights and sustainable development at the grassroots level
- **1,103** Communities publicly declared their abandonment of harmful traditional practices
- **3,410** Awareness-raising events organized by Tostan participants on health and human rights
- **6,090** Miles traveled by outstanding change-makers from Dakar, Senegal to the Barefoot College in India in order to become solar engineers.

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Tostan Annual Report 2010
Where Tostan Works

Tostan operates in eight countries with headquarters in Dakar, Senegal and international offices in Sweden and the US.

- **Senegal**
  - 2010 CEP communities: 522
  - Total beneficiaries: 303,728

- **Mali**
  - 2010 CEP communities: 38
  - Total beneficiaries: 30,141

- **Mauritania**
  - 2010 CEP communities: 30
  - Total beneficiaries: 13,773

- **Guinea Bissau**
  - 2010 CEP communities: 39
  - Total beneficiaries: 45,077

- **Djibouti**
  - 2010 CEP communities: 33
  - Total beneficiaries: 7,356

- **Guinea**
  - 2010 CEP communities: 76
  - Total beneficiaries: 35,572

- **The Gambia**
  - 2010 CEP communities: 40
  - Total beneficiaries: 37,339

- **Somalia**
  - 2010 CEP communities: 42
  - Total beneficiaries: 19,530

*Total beneficiaries include indirect beneficiaries reached through Tostan’s model of organized diffusion*
Participatory Education for All

We believe that communities across Africa are capable of leading their own development and creating social change. Our holistic Community Empowerment Program aims to empower them with the knowledge and skills necessary to do exactly that.

What is the Community Empowerment Program?

The Community Empowerment Program is the foundation of all our work. It consists of two non-formal classes – one for adolescents and one for adults. All classes are facilitated in national languages and utilize local teaching traditions to ensure that the material is relevant, engaging, and participatory. The three-year program is broadly divided into two phases: the Kobi - which engages communities in discussions of democracy, human rights, and health, and the Aawde - which focuses on literacy, numeracy, and project management.

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<th>Module name</th>
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<td>Kobi</td>
<td>Discussions on the fundamentals of democracy, human rights. Responsibilities associated with defending and respecting each right as well as basic problem solving are also covered. Sessions also cover the human body, the importance of nutrition, prevention of diseases, health during pregnancy, risks of FGC, and how to maintain communal health.</td>
<td>Participants empowered with knowledge on their human rights. Communities discuss harmful cultural practice which may lead to a declaration for their abandonment.</td>
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<tr>
<td>Aawde</td>
<td>Literacy and numeracy learning. This module also teaches project management and microcredit training.</td>
<td>People empowered to take control of their development and given access to economic opportunity.</td>
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“My greatest hope in the coming year is to spread the CEP to 250 new communities in Senegal”

- Khalidou Sy, National Coordinator, Senegal

Spotlight: The Jokko Initiative

In 2010, in partnership with UNICEF, Tostan added the Jokko Initiative to its Community Empowerment Program. This initiative seeks to utilize the potential of SMS texting technology as a tool to promote literacy and to improve communication.

Mobile phones and their networks are rapidly expanding to cover the vast majority of African citizens, and the technology holds great promise for more empowering and inclusive systems of communication. Texting in particular creates a fast, effective, and affordable avenue through which community members can relay important messages.

However, Tostan found that many of its program participants had limited access to mobile phones, and lacked the knowledge to make use of these potential benefits. This observation was coupled with the realization that writing and receiving SMS text messages was an attractive and inclusive way to practice basic literacy skills. As such, Tostan decided to integrate lessons on how to receive, read, write, and send text messages into its normal literacy modules in the CEP.

The Jokko Initiative has been rigorously evaluated by the Center of Evaluation for Global Action (CEGA, University of Berkeley, CA) with some notable results, including a 40% increase in the number of participants able to use a cell phone, a 60% increase in the number of participants able to read the text messages they receive, and a 400% increase in the number of messages sent and received.

Tostan has built on the successes of the literacy core of the Jokko Initiative to innovate with other programs that enhance the reach of mobile technology, including Rapid-Monitor, a real-time, SMS-based monitoring and evaluation system, and RapidForum, a mobile community board used for publicizing community events in national languages.
Nearly twenty years ago, in 1992, Fatimata Bâ - or Faty, as she is more commonly called - participated in the Tostan Community Empowerment Program (CEP) in her hometown of Bokidiawe. She learned how to read and write through the program, and claims that she was drawn to Tostan because of its basis on human rights and empowerment:

“I want to live a better life. Take charge on my own development so that I don’t have to wait for others to give to me”.

In 2010, Faty shared this same message with new Tostan participants as a CEP facilitator in the town of Ranérou, where she has become well-known for her humble but proud role as a community leader. Over 130 kilometers away from her home, in one of the most isolated locations in Senegal, she passes along the same lessons on human rights that first drew her to Tostan, along with lessons on health and hygiene, literacy, numeracy, and community management.

Fatimata has already seen widespread, positive change in Ranérou since the CEP was first implemented there. Community members were empowered with knowledge on health and hygiene through the CEP and are now more eager to keep their neighborhoods clean. They are also more conscious of preventative health measures including vaccinations and pre and post-natal care, and are in general more willing to seek help from other community members when they fall sick. Women carry a heavy burden of work, but Fatimata affirms that men have realized that they need to participate in the household chores too. In many ways, Faty embodies Tostan’s mission; empowered by knowledge, she is now working to create change, to protect human rights, and to advance human dignity for all.

The inhabitants of Ranérou, who share the same Fulani heritage as Faty, are known for being conservative; female genital cutting (FGC) and child/forced marriages remain widespread. Soon, though, Faty Bâ and the community of Ranérou will lead a public declaration for the abandonment of these traditional harmful practices. Faty is the essence of an individual for whom education means empowerment, and she leads community change with modesty, confidence and pride.
Human Rights & Grassroots Engagement

In 2010, Tostan trained CMCs had unprecedented successes. They are the backbone of Tostan’s sustainable model.

Why CMCs count

During the course of the CEP, Tostan establishes community-based organizations, called Community Management Committees (CMCs), composed of 17 democratically elected community members whose role is to manage and coordinate CEP activities and ensure collaboration between CEP participants and other community members. After receiving project management training, the CMCs are provided with sums ranging from $400 to $1,000 and support from Tostan to implement income-generating activities to raise funds for local development initiatives.

Once the CEP has ended, CMC members continue to serve as social entrepreneurs and activists in their communities. With the necessary development tools and leadership skills in hand, CMCs develop and implement specific action plans through subcommittees focused on topics of importance to the community, including environmental issues, community health topics, education, and social mobilization, income generating activities, and child protection. Over time, many CMCs register as official community-based organizations in their respective countries, reinforcing community capacity while ensuring that funds, projects, and campaigns are managed in a transparent and professional manner.

To further increase the effectiveness of CMCs, Tostan has established the Empowered Communities Network (ECN), which supports more than 1,500 existent CMCs in their grass-roots development processes by facilitating linkages with other development partners, microfinance institutions, businesses, and government authorities. The work of the CMCs and the resources provided through the ECN helps to guarantee that Tostan’s impact remains sustainable.

6,090
Awareness raising events organized by CMCs in 2010

“Because of our awareness raising programs girls in our village now go to school for the first time”

- Dienabu Balde, CMC coordinator, Guinea Bissau
Spotlight: The Prison Project

The goal of the Prison Project is to provide an alternative to a life of crime and repeat imprisonment for inmates currently serving prison terms, particularly women and minors, in four prisons in Senegal.

Detainees tend to come from a background of poverty and want, through which their sense of agency, worth, and dignity are frequently challenged. After imprisonment, they are further marginalized and often rejected by their families and communities because of their confinement. Upon their eventual release from prison, lacking both a strong support system and the knowledge and skills that would enable them to make a better life for themselves, they often see no alternatives to committing offenses that lead them back to prison.

Tostan aims to reduce incidences of repeat criminal offences and to contribute to the successful integration of former detainees back into society through the facilitation of human-rights based, non-formal education classes in the prisons as well as mediations between detainees and their families. After lifetimes of victimization and hardship, learning about human rights reverberates with this population in a special way. “I have seen big men cry when they learn they have the right to life and the responsibility not to take life,” explains Mademba Thiam, MAC Thies Tostan facilitator.

The outcomes of the initial stages of this project have exceeded expectations. Prisoners are experiencing an increased sense of responsibility and are gaining the determination to make positive changes in their lives. They have increased their capacity to support themselves through the vocational skills acquired during the program, such as sewing, gardening, tie-dying and craft-making, and they are more hopeful of being welcomed into their families upon release.

In 2010, the program was praised by Senegal’s Penitentiary Administration for successfully reducing the number of repeat-offenders, and seven prisons in western Senegal have formally written to Tostan to request the expansion of the project to their facilities.
2010 Tostan Ambassador: Mammie Drammeh

Mamie Drammeh was born in 1979 in Basse, Upper River Region of The Gambia. After completing Grade 12, she worked with the Social Welfare Bureau in Basse. Tostan began working in The Gambia in 2006, and Ms. Drammeh decided to apply, having heard it was a program about giving power to women. She was selected as a Fula facilitator in the village of Waliba, and quickly became very engaged in the work.

She brought about a number of positive changes, not only in Waliba, but in neighboring communities as well. She assisted her community’s CMC in organizing income-generating activities such as making soap, insect repellent, and tie-dyed fabric, and also encouraged community clean-ups. Another nearby village was lacking clean water because of a broken well, so Ms. Drammeh brought community members from Waliba to this village to fix the well. They provided the labor and paid for the cement through the “cell-phone tax” she had implemented during her CEP sessions. If a Tostan participant answered his/her phone in class, therefore distracting from the lesson, they had to pay one Dalais to the class account. These types of activities drew the attention of the of Tostan in The Gambia, and Waliba was selected as the first village to host a meeting with representatives from different parts of the country.

When Tostan started its Serahule program in early 2011, Ms. Drammeh, who speaks Serahule, was recognized for her achievements as a facilitator and selected by other Tostan supervisors, the Assistant National Coordinator, and the National Coordinator to be a supervisor for this new program. She has been extremely impressed by the hard work of the Serahule facilitators and is excited to see the impact they will have in their villages. Ms. Drammeh will be responsible for Zone One, and her work will involve frequently checking in with the ten facilitators and centers. She will provide them with news from the Tostan office, while also making sure their classes are running smoothly and they are fulfilling all of their responsibilities. She is excited to be responsible for ten centers, while also aware of the challenges both she and the Serahule program will face. They are following the success of the Fula and Mandinka programs, but as Ms. Drammeh explains, “Even though we are the last [program to be established], we want to be the first!”
Health & Hygiene

Tostan facilitates discussions surrounding sanitation and negative social norms such as female genital cutting (FGC) and child/forced marriage: harmful cultural practices which endanger the health of women in Africa.

Why Is Marieme Bamba Passionate About Health?

Meet Marieme Bamba, from the village of Soundiane, Senegal. Ten years ago, Marieme was passively waiting for some help. She wanted to improve the health situation in her community. Realizing that no help would come, Marieme took part in Tostan's program and decided to take action with her Community Management Committee (CMC). She managed to get a small community health center built in Soundiane, and the villagers of Soundiane no longer had to travel 20 km in order to access basic health care. She even managed to get a health agent trained, so there would always be someone present in the health center to help the local CMC organize prevention and vaccination campaigns.

Marieme led the way in her community when it came to abandoning harmful traditional practices such as female genital cutting (FGC) and child/forced marriage, and also travelled to thirteen surrounding communities and convinced them all to join this unprecedented, grassroots movement. She also led a team of extraordinary local activists, men and women, to reach other villages and regions so the entire extended social network of Soundiane knew about the harmful consequences of these practices.

As a result, 48 communities decided to publicly declare that they would no longer expect this practice as a norm.

Through open and honest dialogue, the participants of Tostan's program gain information on improving their own health, as well as that of their families and communities. Specifically, the health module gives participants information related to their own mental and physical development, including the various systems of the body, reproductive health, and proper birth spacing. We facilitate discussions surrounding HIV/AIDS and other sexually transmitted infections, family planning, and the dangers of FGC and early marriage within the context of the human right to health. Tostan promotes positive traditions that lead to the improved health of women, such as prenatal and infant massage and encourages participants to start an informal committee to monitor the health of the community.

There are millions of women like Marieme Bambas in Africa today. With a foundation of education about their human rights and responsibilities, Tostan believes that these women will lead their communities towards a healthier environment for years to come.
Spotlight: Velingara - Malaria No More Project

Despite the fact that relatively simple steps can be taken to avoid malaria, it remains the primary cause of child mortality in Senegal. Across Africa, malaria counts for approximately one in five of all infant deaths.

In response to this challenge, in January 2010, Tostan began working in partnership with Malaria No More, Peace Corps Senegal, World Vision, the Government of Senegal and 600 local communities to distribute 76,000 mosquito nets in the department of Velingara, Senegal. The aim of the partnership is to provide bed nets for every household in the district of Velingara and to ensure they are used effectively for a sustained period of time. The approach adopted by this initiative, the largest of its kind in West Africa, includes going door to door to deliver mosquito nets and raise awareness as to the causes and consequences of this often-lethal infection.

On May 22, community representatives, religious leaders, and many others gathered in Pakour, Senegal, to publicly declare the communities’ commitment to use mosquito nets in every household in order to prevent malaria. This decision follows the communities’ participation in awareness activities and education programs on health promotion and malaria prevention. Tostan trained Community Management Committees (CMCs) and facilitators work with communities to broadcast radio shows and promote an awareness-raising campaign on the dangers of malaria, its causes, and ways in which it can be avoided.

Above all, the success of this campaign is a testament to the desire of communities in the Velingara region to improve the health of their families and empower themselves with the knowledge they need for their future development.
Rich in tradition, the village of Tankanto Mauondé prides itself on a history that spans over 400 years. These villagers speak with even more pride, however, when they discuss the future of their daughters. The next generation of girls will grow up in a community which has declared to abandon female genital cutting (FGC) and child/forced marriage.

Takanto Mauondé is traditionally a community of Fulani farmers who cultivate rice, maize, and peanuts, crops which constitutes the main source of revenue for the original 700 inhabitants. The most important value in the village is that of teranga, or Senegalese hospitality.

A strong interest in the well being of others is reflected in the character of the villagers, and it is this interest that led to their participation in the Tostan program. After Tostan began implementing the Community Empowerment Program (CEP) in the community in 2008, the 76 participants, including 66 women and eight adolescents, responded enthusiastically to the lessons on health and human rights.

Women created a Community Management Committee (CMC), and initiated awareness-raising campaigns to introduce nearby villages to the negative effects of harmful traditional practices. Boubakry Baldé, the husband of a CMC member, described the committee’s work: “We have seen many changes in mentality in the village and there is now greater potential for the development of young girls.”

Today, the villagers speak about the importance of sending children to school, and they proudly insist that no girl will be forced to quit school due to an early marriage. “It’s the women who took the initiative,” said the village chief’s representative. Today, women have a more central role in the village. “Before, women didn’t speak during meetings,” recalled Fatoumata Baldé, the coordinator of the CMC. “Now, even during baptism ceremonies, marriage celebrations, and religious events, women are involved in the decisions.”

The community’s decision to abandon harmful traditional practices — which they made with 700 Senegalese villages and shared with the world in a grand declaration held on November 28, 2010 — demonstrates a strong wish to preserve the health and the rights of their daughters. As Mamoudou Baldé says, “We will show the government, neighboring communities, and other countries that we have decided to abandon FGC and child/forced marriage.”
In the late 1990s, Tostan learned of the successes of microcredit programs and began to add curriculum related to starting small businesses, feasibility studies and simplified accounting to economically empower communities across Africa. Tostan’s Community Empowerment Program (CEP) contributes to the acceleration of economic growth by preparing new users of financial services at the grassroots level, who will be more productive contributors to rural household income. In particular, Tostan’s work ensures that micro-finance institutions (MFIs) in the project zones will have new clients that have already received financial education and have started microenterprises with social goals. Supported by Community Management Committees (CMCs), CEP participants conduct feasibility studies, market analyses and draft budgets for their income-generating projects. Successful CMCs are equipped with a grant of $1,000 to be used as a rotating credit fund or to carry out community projects.

Tostan is not a microfinance institution; it is a catalyst for change and empowerment. Tostan’s Community Empowerment Program has developed and expanded over the course of 20 years through a process of participant and community feedback, integration of innovative and best practices and results from evaluation and research. A grant from then-First Lady Hillary Clinton allowed Tostan to start its first community-led microcredit fund—inspired by the Grameen model and adapted to the West African context. In 2010 alone, the program reached 324 villages, and this number will only increase in 2011. There are 2,837 loans in progress with total savings of $67,552 and a credit value of $39,605. Since 2009, the Tostan microcredit program has experienced a repayment rate of 96 percent. Beneficiaries have engaged in income-generating activities such as fabric dyeing, soap making, tailoring, and other small enterprises. Collective projects have included construction of latrines and fuel-efficient woodstoves as well as collective agriculture.

The path of a community and participants in the Tostan program begins with learning, but places a strong emphasis on practice. Tostan field staff provides input and feedback about business ideas, credit risks and investment strategies over the course of the three year program, including four loan cycles for the borrower.

Each CMC creates a Community Solidarity Fund, establishing financial resources to be used in development projects to benefit the entire community. Each CMC is therefore trained in the effective management of its own finances; hand-in-hand with this increased capacity to manage comes an increased capacity to act for the benefit of the community. For example, communities often begin collective grain fields or vegetable gardens with the funds. Often communities use the solidarity fund to support community members who cannot afford to visit local health centers in emergencies.
One of the goals of Tostan’s model is to translate knowledge into measurable actions empowering communities both economically and socially, with an emphasis on viable, sustainable local business opportunities. For almost 20 years, Tostan has methodically developed and continuously honed modules on project management, feasibility studies, microfinance, microcredit, the value of saving, environmental protection, budgeting, and planning in order to provide rural communities with the opportunity to learn life-changing skills and turn local challenges into opportunities for social entrepreneurship and development. Using examples of environmentally friendly jobs such as solar energy projects, improved cooking stoves, and waste management, participants learn how to transform what they know into what they can earn.

In 2010, using the skills learned from Tostan’s program, community members of the Velingara Department, South Senegal, got access to a unique business enterprise: the Jokko Telecenter, a solar-powered portable charging station for electric devices. Developed in partnership with Dutch NGO Rural Energy Foundation, the Jokko Telecenter consists of a mobile, locally assembled, wooden suitcase where customers can charge their cell phones from a solar-powered battery and buy small amounts of calling credit.

The main goals of the telecenters were to provide a source of income generation for the participating CMCs and to act as a focus for social mobilization regarding easier access to technology, particularly for women and girls. This project is an interesting example of a point where many ideas meet: Rural Energy Foundation’s goal of facilitating market-based solutions to rural energy needs, the combination of income generation and social mobilization at the local level, and the expanding access of technology in hard to reach areas.
It takes initiative, innovation and courage to stand up and say, “What we are doing is not working.” It is assertions like this one that changed the village of Mboss in the Kaolack region of Senegal, whose women’s association decided to improve its leadership style and approach and take a more active role in the village.

Oumou Ndiaye was one of the outspoken women who decided things needed to change in her community. After joining the village’s Community Management Committee in 2009, Oumou started to realize why the local women’s association had become inactive: the group was run in a top-down approach with members following the leader’s decisions without question or discussion. Oumou recalled feeling that while the women’s association had been in existence for 20 years, “it was sleeping.”

Fortune would have it, Caurie Microfinance, a close collaborator with Tostan, expressed interest in implementing a microfinance initiative in Mboss. This opportunity emboldened the women’s association to turn their calls for change into action. The women knew that in order to properly manage any loans granted by Caurie, the group’s leadership would need to be refreshed and community enthusiasm for the association would need to increase. In November 2010, the village chief, also a member of Tostan’s CEP classes, learned of the women’s desire to change association leadership. He called a meeting of association members, facilitating a nonthreatening atmosphere for a discussion to take place. It was at this meeting that the women democratically elected a new leader: Oumou. She set out to ensure that her vision for a more active and open women’s association would become a reality.

Mboss was one of two villages selected to receive funding from Caurie. Through the initiative, each woman in the association received a loan of 50,000 CFA (approximately $110 USD) to be repayed over six months. To support the women, representatives from Caurie have visited Mboss each month to work with the loan recipients and increase their understanding of financial management. “Before, we didn’t know what was going into our association fund, what was going out, and what was left,” Oumou said. “Now we get together and talk about these things so that everyone in the group knows. We document this by writing it down.” Oumou’s commitment to involving all members in decision-making directly aligns with Tostan’s inclusive approach to community-led development. Through open dialog, these women have taken progressive, ambitious steps for the betterment of their community as a whole and for the ideals of democracy.

Following the success of the women’s association microcredit initiative, international development organization Freedom from Hunger is now exploring the possibility of implementing a youth microcredit program in Mboss. Following the display of initiative, courage, and ingenuity of their mothers, enterprising youth are now taking a larger role in their futures. The women of Mboss not only acted as inspirational figures to other associations, but they are influencing their children’s actions and aspirations as well.
International Collaborations

At the heart of Tostan’s approach is a passionate belief in the power of sharing information and fostering unity, on a community as well as a collaborative level. We are proud to have many dynamic partnerships, two which are here highlighted.

Solar Power! Project with the Barefoot College

The Tostan Solar Power! Project, launched in 2009 in collaboration with the Barefoot College in India, aims to address this issue by empowering rural communities across Africa to provide low-cost and sustainable electricity for themselves.

Tostan’s partnership with the Barefoot College has brought 20 women from Senegal, Djibouti and Guinea Bissau to the College’s campus in Tilonia, India to learn to become solar engineers in their own communities. They travel to India under the ITEC Programme of the Government of India to the Barefoot College in Tilonia and spend six months in training to fully master the fabrication, installation and maintenance of solar units that will provide solar power to their communities basically for lighting but also to charge their mobiles used for literacy programmes.

Back in their home villages, each solar engineer installs one solar unit in at least 50 homes, providing each family with a lamp, a lantern, a flash light and a power socket. That means at least 400 people directly benefit from the work of one Tostan-Solar Sister - with thousands more benefitting in the years to come.

Each of the participants is then able to train women from neighboring rural communities in solar electrical engineering, spreading the impact of the program and providing each engineer with a means of income. For women like Doussou Konaté (pictured below) who had worked for a low wage farming millet and peanuts to support her family prior to her training and Lamarana Ba who Molly talks about in her opening letter (page 3) - the opportunity to earn an income as a Solar Power Trainer is absolutely life-changing.
Tostan works in close partnership with the international NGO Freedom from Hunger on its Saving for Change (SfC) savings-led microfinance initiative. The Saving for Change model is highly compatible with Tostan’s Community Empowerment Program (CEP), sharing the commitment to capitalize on already existing resources in the community.

SfC is an integrated savings group methodology developed by Freedom from Hunger in collaboration with Oxfam America. In West Africa, it leverages the long tradition of tontines (saving and lending groups) but modernizes and improves the financial component, adds group bylaws and rules that protect all members in the group and ensure solid financial management.

Responses to the program have been positive. This is evidenced by the spontaneous creation of savings groups by women in the program communities. There are currently 3,445 participants in both Senegal and Mali, of whom 3,391 are women and 54 are men. The Saving for Change methodology has shown that communities which have created groups emerge as more economically independent then those waiting to receive funds from microcredit programs.

Many of the women have taken Saving for Change group loans to start small volume table vegetable and fruit sales. Others have waited until the end of the yearly saving cycle to invest their savings and profits in their daughters’ education or to purchase equipment for their homes. With 38% of participants as borrowers it is evident that having a mechanism that makes it easier for households to save is a primary need. With Saving for Change groups women have a communal and trustworthy incentive to save.

Tostan in partnership with Freedom from Hunger aims to expand the Saving for Change module to reach rural youth. The new program will help youth find economic opportunities within their communities and discourage urban migration. This program will be implemented in Senegal during the year 2011.
Global Advocacy

What is the Skoll Award?

“Melching is a tremendous addition to the community of Skoll entrepreneurs and someone who has demonstrated those key characteristics of a successful social entrepreneur: inspiration, creativity, direct action, courage and fortitude… Tostan is tackling a complex social problem with a sustainable, scalable solution”

- Sally Osberg, President & CEO of the Skoll Foundation

On April 15, 2010, Molly Melching, founder and executive director of Tostan, was awarded the Skoll Foundation’s prestigious Skoll Award for Social Entrepreneurship.

The award, which celebrates groundbreaking and innovative ideas that drive large-scale social change around the world, was given in recognition of the pioneering work of the Community Empowerment Program (CEP), which utilizes holistic human rights education to foster community-led development.

According to the Skoll Foundation, “a cornerstone of the program and a symbol of its success” has been the abandonment of the traditional practice of female genital cutting (FGC) by over 4,800 communities in Senegal, Guinea, Burkina Faso, The Gambia and Somalia.

Other community-led successes include increased rates of school enrollment for girls, birth registration, as well as improvements in health, the environment, and economic opportunity, especially for women.

As part of the award, Tostan will receive a three-year grant totaling $765,000 that will be used to further support community development efforts and extend the Tostan program to new communities in East and West Africa.
A Year of Humbling Recognition

In March, Tostan participated in the Women World Leaders Conference. CEP participant Marietou Diarra (pictured) captivated the audience at this major conference in New York with an account of her personal experiences of female genital cutting (FGC) and her subsequent involvement in movement to abandon the practice in Senegal. Marietou Diarra’s presentation, one of the most memorable moments of the 3-day summit organized by The Daily Beast, was part of a panel led by ABC news anchor Diane Sawyer and translated on stage by Tostan Executive Director and Founder, Molly Melching.

In October, Molly participated in the 2010 Women’s Conference in California organized by California’s First Lady, Maria Shriver (pictured). The goal of the conference is to empower women to become global architects of change. More than 150 remarkable speakers came together with 30,000 conference participants to educate, motivate, and inspire one another. Molly presented Tostan’s experience to this high-level audience as a part of a panel discussion at the main event entitled “Overcoming the Unimaginable.” Molly’s participation was a wonderful opportunity to share Tostan’s mission and experience.

In September, Molly was invited to take part in “Mobile Revolution: Transforming Access, Markets, and Development”, a discussion panel at the 2010 Clinton Global Initiative annual meeting. The initiative is a non-partisan catalyst for action, bringing together global leaders to discuss challenges facing the world and to devise and implement innovative solutions to some of the world’s most pressing challenges. Tostan has been recognized as “exemplary” under the CGI 2010 Action Area “Enhancing Access to Modern Technology”.

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In 2011 Tostan will begin to implement new projects with new partners

**THE CHILD PROTECTION PROJECT**

Tostan is working with 64 communities in four strategic regions of Senegal to promote the health and well-being of children. Through an innovative new learning module emphasizing the human rights of children, this project aims to transform social norms in order to ensure children’s health and well-being. As attitudes begin to shift, Tostan will support the initiation of community-level child protection measures to ensure that children attend school and are protected from all forms of exploitation including child trafficking, labor and forced begging. The project will seek to empower children by ensuring that they will be listened to and protected by a group of informed and engaged community members.

**CONTRIBUTION TO LEARNER OUTCOMES**

In 2011, Tostan will apply its community-led approach to empower parents to take a more central role in their children’s education. Through the development and piloting of a new module in the CEP focused on building parental education skills, Tostan will demonstrate the importance of parental and community involvement in preparing young children for school. By supporting the active engagement of adults in their children’s education, Tostan aims to improve the learner outcomes of approximately 45,000 children.

**THE PEACE AND SECURITY PROJECT**

The Peace and Security Project is built on Tostan’s experience of empowering grassroots communities to build a more peaceful and secure society for themselves. Tostan’s human rights-based education program has proven effective in preventing conflict and violence by improving governance, education and gender equality. In this project, Tostan will share this effective model for community-led development with key institutions working on peace and security initiatives across Africa. Tostan will research and identify major grassroots social networks and work with them to develop action plans for building peace and security within and between these networks. This project will contribute to a stronger and safer region where thousands of people take peaceful action to realize the vision of human dignity for all.

**EMPOWERING COMMUNITIES TO EMPOWER GIRLS**

Tostan is deepening its work in human rights and women’s and girls’ empowerment through experimenting with a gender component to its Community Empowerment Program. The Empowering Communities to Empower Girls project focuses on gender norms in 50 villages in the region of Kaolack through introducing dialog on gender norms in the Tostan class, providing training and resources for women entrepreneurs and engaging influential leaders and the larger community through gender-themed outreach activities.
Aspiration

Tostan launched a new guiding document, called The Path Forward: Tostan Strategic Plan 2010-2015

The Path Forward is based on consultations with staff, leadership, and partners, and builds on our previously successful Strategic Plan 2006-2011 to address new realities and new opportunities. It is designed around three strategic directions - building capacity, strengthening programs, and expanding.

It also establishes further goals under each category:

1. Build Organizational Capacity
   - Prepare human resources capacity for scale
   - Build long-term financial sustainability
   - Improve communications to tell Tostan’s stories
   - Build Tostan’s training capacities
   - Reinforce infrastructure & resources

2. Further Strengthen Programs
   - Demonstrate CEP impact in other areas
   - Support innovative additions to the CEP
   - Strengthen the Empowered Communities Network

3. Expand in Efficient and Effective ways
   - Follow momentum and key strategies in abandonment of FGC & Child Marriage
   - Follow success in newly-demonstrated impact areas
   - Invest in existing-presence countries
   - Seize ideal opportunities to reach new countries

Results achieved against this plan in 2010 were already significant in several areas. Notably, Tostan made great progress in its transition to indirect costing and secured partnerships for large projects in four emerging impact areas.

We will be posting to the Tostan website full updates on our progress - www.tostan.org, and we will also provide yearly summaries in Annual Reports.
### Financials

Revenue, expenditure and financial support in 2010

#### Balance Sheet

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$4,506,548</td>
<td>$2,131,145</td>
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<tr>
<td>Investments(Note 2)</td>
<td>$34,061</td>
<td>$29,099</td>
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<tr>
<td>Grants receivable</td>
<td>$563,115</td>
<td>$1,164,640</td>
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<td>Employee receivables</td>
<td>$38,275</td>
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<td>Contributions and other receivables</td>
<td>$153,667</td>
<td>$116,353</td>
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<tr>
<td>Prepaid expenses and other assets</td>
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<td>$6,679</td>
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<tr>
<td><strong>Total current assets</strong></td>
<td>$5,313,278</td>
<td>$3,480,984</td>
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<table>
<thead>
<tr>
<th><strong>PROPERTY AND EQUIPMENT</strong></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land</td>
<td>$294,322</td>
<td>$303,693</td>
</tr>
<tr>
<td>Buildings and improvements</td>
<td>$371,894</td>
<td>$383,003</td>
</tr>
<tr>
<td>Furniture and office equipment</td>
<td>$320,792</td>
<td>$408,267</td>
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<tr>
<td>Computer equipment</td>
<td>$213,897</td>
<td>$252,069</td>
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<tr>
<td>Vehicles</td>
<td>$821,075</td>
<td>$959,593</td>
</tr>
<tr>
<td><strong>Less: Accumulated depreciation and amortization</strong></td>
<td>$2,021,280</td>
<td>$2,306,625</td>
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<tr>
<td><strong>Net property and equipment</strong></td>
<td>$1,017,040</td>
<td>$1,386,946</td>
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</table>

<table>
<thead>
<tr>
<th><strong>TOTAL ASSETS</strong></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$6,330,318</td>
<td>$4,867,930</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>LIABILITIES AND NET ASSETS</strong></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT LIABILITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accrued liabilities</td>
<td>$137,517</td>
<td>$242,180</td>
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</table>

<table>
<thead>
<tr>
<th><strong>NET ASSETS</strong></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>$1,854,483</td>
<td>$1,542,687</td>
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<tr>
<td>Temporarily restricted</td>
<td>$4,338,318</td>
<td>$3,083,063</td>
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<tr>
<td><strong>Total net assets</strong></td>
<td>$6,192,801</td>
<td>$4,625,750</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>TOTAL LIABILITIES AND NET ASSETS</strong></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$6,330,318</td>
<td>$4,867,930</td>
</tr>
</tbody>
</table>
Expenditures in 2010 (USD)

- **Programs**: 82%, $6,229,585
- **General & Administrative**: 13%, $967,652
- **Fundraising**: 5%, $369,975

Revenue 1998 - 2010 (USD)
# Income Statement

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants and contributions</td>
<td>$ 8,975,024</td>
<td>$ 7,909,348</td>
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<tr>
<td>Interest and investment income</td>
<td>6,612</td>
<td>9,472</td>
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<tr>
<td>In-kind contributions</td>
<td>317,247</td>
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</tr>
<tr>
<td>Net Training Center (loss) income</td>
<td>(19,861)</td>
<td>32,470</td>
</tr>
<tr>
<td>Other</td>
<td>114,829</td>
<td>86,097</td>
</tr>
<tr>
<td><strong>Total current revenue</strong></td>
<td>$ 9,393,851</td>
<td>$ 8,037,387</td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Services</td>
<td>6,229,585</td>
<td>6,091,848</td>
</tr>
<tr>
<td>Supporting Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General and Administrative</td>
<td>967,652</td>
<td>778,356</td>
</tr>
<tr>
<td>Fundraising</td>
<td>369,975</td>
<td>257,565</td>
</tr>
<tr>
<td><strong>Total supporting service</strong></td>
<td>1,337,627</td>
<td>1,035,921</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>7,567,212</td>
<td>7,127,769</td>
</tr>
<tr>
<td><strong>Change in net assets before other items</strong></td>
<td>1,826,639</td>
<td>909,618</td>
</tr>
<tr>
<td><strong>OTHER ITEMS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transfer of Tostan-France net assets</td>
<td>-</td>
<td>(66,859)</td>
</tr>
<tr>
<td>Exchange rate loss</td>
<td>(259,588)</td>
<td>(207,380)</td>
</tr>
<tr>
<td><strong>Total other items</strong></td>
<td>(259,588)</td>
<td>(274,239)</td>
</tr>
<tr>
<td><strong>Change in net assets</strong></td>
<td>1,587,051</td>
<td>635,379</td>
</tr>
<tr>
<td><strong>Net assets at beginning of year</strong></td>
<td>4,625,750</td>
<td>3,990,371</td>
</tr>
<tr>
<td><strong>NET ASSETS AT END OF YEAR</strong></td>
<td>$ 6,192,801</td>
<td>$ 4,625,750</td>
</tr>
</tbody>
</table>
Tostan would like to thank the major institutional, governmental, and foundation supporters that made our work possible in 2010 as well as invaluable financial support:

American Jewish World Service  
Anonymous Donors  
CEPAIM and Community of Madrid  
Forum Syd  
Hapke Family Foundation  
Jacob and Hilda Blaustein Foundation  
The Greenbaum Foundation  
Johnson & Johnson Corporate Contributions  
JustWorld International  
New Field Foundation  
Nike Foundation  
Norwegian Agency for Development Cooperation  
Pathfinder International  
Pathy Foundation  
Planet Wheeler Foundation  
Radio Sweden Foundation  
Rapidan Foundation  
Sigrid Rausing Trust  
Skoll Foundation  
Swedish International Development Agency  
Swedish Postcode Foundation  
The Tom and Gail Kaneb Family Foundation  
The William and Flora Hewlett Foundation  
Tsadik Foundation  
UNFPA  
UNICEF  
USAID  
United States Embassy of Dakar  
Valvisions  
Wallace Global Fund  
Wallace Research Foundation  

Financial Support

$10,000+  
American Jewish World Service  
Barbara Herbst  
The Community Foundation for Greater Atlanta  

$5,000+  
Anonymous Donors  
Carlyn Ring  
Fidelity Charitable Gift Fund  
Nicolas Mulliez  
Rebekah Steele  

$2,000 - $4,999  
CEPAIM and Community of Madrid  
Barbara Dunn  
Daniel Marsili  
Otto H. York Foundation  
Vermont Energy Investment Corp  

$1,000 - $1,999  
Forum Syd  
Francine LeFrak  
Judy Miller  
The Hamsa Foundation  

Community Foundation of Greater Memphis  
Cynthia Baxter  
Nicolas Mulliez  
Rebekah Steele  

$1,000 - $1,999  
Hapke Family Foundation  
Barbara Casey  
Tides Foundation  

Brian Casey  
Fidelity Charitable Gift Fund  
Tides Foundation  

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USAID  
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United States Embassy of Dakar  
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$2,000 - $4,999  
Valvisions  
Cynthia Baxter  
Tides Foundation  

$2,000 - $4,999  
Wallace Global Fund  
Cynthia Baxter  
Tides Foundation  

$2,000 - $4,999  
Wallace Research Foundation  
Cynthia Baxter  
Tides Foundation  

Our work would not be possible without the individual and monthly contributions made to us by our supportors. Unfortunately we do not have the space here to thank all those who donated up to $1000 but we extended our deepest gratitude to you. We also acknowledge matching gifts by the Conrad N. Hilton Foundation, the Cleveland Dodge Foundation, and the Goldman Sachs & Co. Matching Gift Program, and we would like to thank all donors who chose to give via Network for Good, Important Gifts/Changing the Present or who supported us through one of many online resources.