

TODAY. TOMORROW. TOGETHER.

TOSTAN ANNUAL REPORT

2014





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Message From the Founder and CEO



Dear Tostan Friends and Family,

At Tostan, we often talk of our journey together in this work as walking along a path. The paths we take are often well defined, with a destination clarified by intention but sometimes, to invoke the words of leaders in non-formal education, we “make the path by walking.” I am honored by your faith and company as we continue to walk this path together. 2014 was the start of many new “less travelled” paths of all types, with destinations extending into future generations. While hundreds of communities in West Africa collectively set their visions through the Community Empowerment Program, and took confident, brave steps toward unity and peace, Tostan as an organization has also taken new steps.

Among a myriad of things, in 2014 we completed planning and secured funding for two critical new initiatives that will enable us to make an impact beyond our current reach. Working with the Bill and Melinda Gates Foundation, we are building upon

how Tostan can set a vision for the future that is founded on compelling data, without impeding the agency and creativity of our partner communities. Piloting the Tostan Training Center project, we are getting ready to share the methodology and approach we take with hundreds of other leaders who are equally committed to community-led development.

2014 was a year of building momentum together with our partner communities in six countries, our partner organizations, and some of the bravest innovators I have ever encountered. All of these are people who have not only had faith that the Tostan model is working, but who have stepped into the creative space with us to advance the mission toward something bigger and further reaching than I could have ever imagined.

I would like to thank everyone in the Tostan family for their support of the steps taken and victories accomplished this last year. In addition, as you read this annual report; you will learn about the incredible destinations those steps and deeds are leading to in 2015 and beyond.

In gratitude,

A handwritten signature in black ink that reads "Molly Melching".

Letter From The Board



Dear Friends,

For many of us, the experience of coming into Tostan is driven by a deep desire to make a difference. That is certainly the case for those of us on the Board of Directors, an international group with many different backgrounds and a shared passion to support human dignity for all. Tostan is remarkable for making transformation seem natural and effortless. It enables supporters to be a part of positive social change at an unprecedented scale by believing and investing in the capacity, goodness, and strength of other people.

This may seem idealistic to some, but not to those of us who are involved with Tostan. We’ve learned that when we truly believe in others as equals, and understand that they love as we love, strive as we strive, and give as we give, we can act on that belief in a way that helps unleash true potential in others. Many of us have sought a way of development that was both effective and matched our core values. We found that

through Tostan. It turns out that what we were looking for was always there in the connection between people, in the community conversation, rooted in human rights, in the mother’s love for her daughter, in the religious leader’s desire to reflect and emulate a higher power. The home we searched for was ultimately the goodness inherent in human nature — a goodness that Tostan celebrates.

The theme of this year’s annual report is ***Today, Tomorrow, Together.*** I invite you to join us in looking back on a year where we stretched to reach horizons that seemed unattainable. We engaged new communities in West Africa and new partners worldwide, and we have begun to find new ways to enact this vision of dignity for all as set forth by thousands of people.

The Board of Directors dedicates this report on progress in 2014 to you: the practical dreamers, the calculated risk-takers, and those who thrive outside of their comfort zone. Thank you for traveling this path with us.

A handwritten signature in black ink that reads "Gail Kaneb".

Gail Kaneb
Board Chair, 2009-2015

Mission and Vision

Our Vision: Dignity for All

Our Mission: We empower African communities to bring about sustainable development and positive social transformation based on respect for human rights. We believe that through this mission we can ensure every person—woman, man, girl, and boy—is able to live a life of dignity.

Approach, Methodology, Strategy

Community Empowerment Program

Our unique three-year non-formal education program is based on human rights and has been implemented in 22 African languages. Using a respectful approach that takes into account local beliefs and culture, it combines modern educational techniques with traditional African oral teaching methods. The holistic program is divided into two phases: the first has a social empowerment focus, which promotes dialogue and exchange, and the second develops literacy and project management skills.

Community Management Committees

As part of the CEP, each community democratically selects 17 Community Management Committee (CMC) members—at least nine of whom are women—trained in the skills necessary to implement projects in their communities. The CMCs move forward the community's vision for sustainable development, and as community-based organizations, work with partner organizations and others to meet community needs.

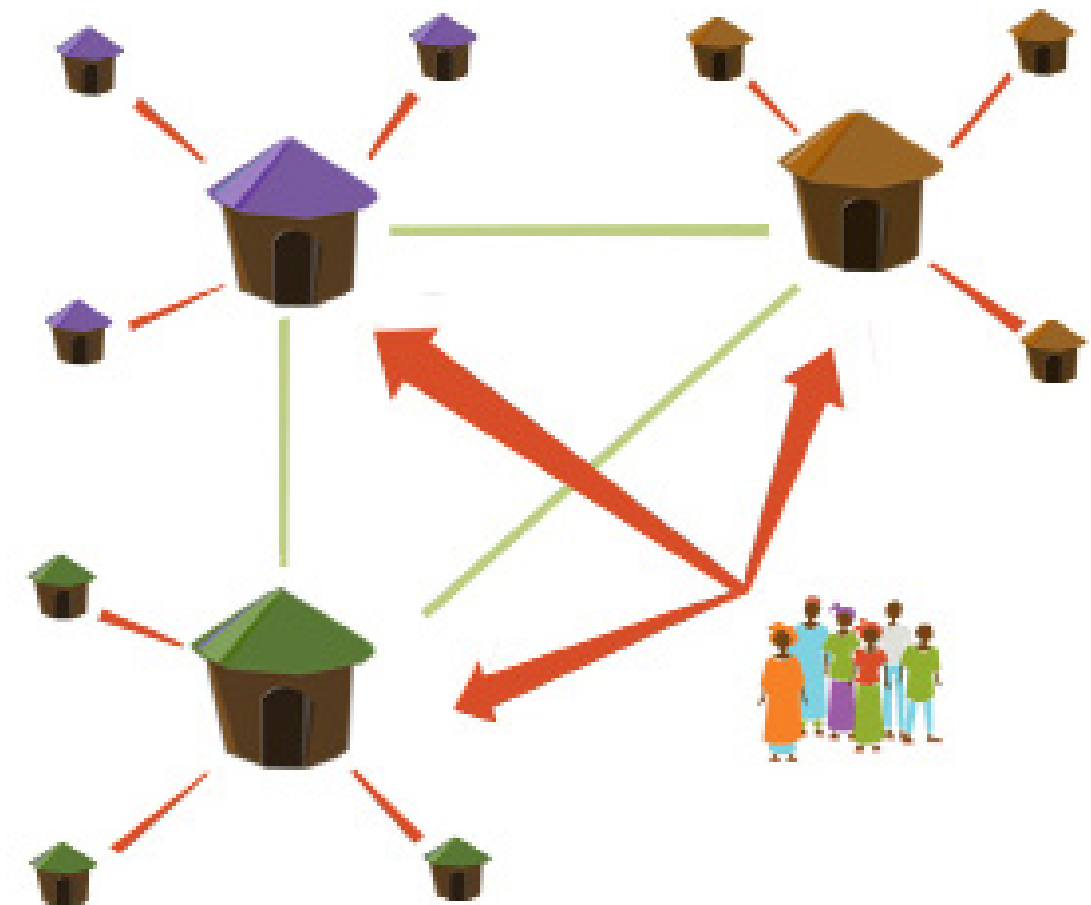
We partner with communities to implement our CEP program in six West African countries: Guinea, Guinea-Bissau, Mali, Mauritania, Senegal, and The Gambia.



Organized Diffusion

Organized diffusion helps spread information through connected communities, or social networks. This social mobilization process increases the impact of our programs, spreading new ideas organically from person to person, community to community, and even country to country.

Each Tostan participant 'adopts' a friend, neighbor, or family member not currently in the program and shares with him or her new knowledge learned during the class. This practice ensures that the concepts discussed during the CEP spread throughout the community.



2014 Highlights

Public Declarations

In 2014, over 200 communities in Senegal, Mali and Guinea publicly declared abandonment of FGC and child/forced marriage.

Melinda Gates

On Giving Tuesday, Melinda Gates listed Tostan as one of her top five picks for organizations benefiting women and girls around the world.

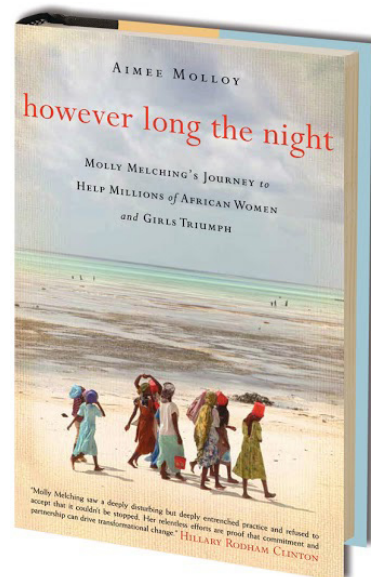
More Magazine

Molly Melching was recognized in More Magazine's 4th annual "Fierce List" of the 50 most inspirational women.

Charity Navigator

Tostan received a 4-star Charity Navigator rating for the sixth consecutive year.

However Long The Night



“Molly Melching saw a deeply disturbing but deeply entrenched practice and refused to accept that it couldn't be stopped. Her relentless efforts are proof that commitment and partnership can drive transformational change.”

— Hillary Rodham Clinton

Former US Secretary of State and longtime Tostan supporter

“Melching's incredible journey from Illinois to Africa, from graduate student to great humanitarian, is paralleled by the journey of the countless women touched by her work: a journey to understanding, empowerment, and human dignity.”

— Lisa See, bestselling author

“Tostan brings together communities in Africa to assess barriers to girls' education and other issues. [The communities] work to develop their own plan of action: a plan that meets their needs and is in accordance with their values. As a result of this program, 7000 communities have publicly announced that they are abandoning child/forced marriage and female genital cutting.”

- Michelle Obama, Brookings Institution event on "Mobilizing for Children's Rights, Supporting Local Leaders and Improving Girls' Education," December 12, 2014.



Tostan
Dignity for All



“The resistance to outside interference and the need for local people to make their own decisions have been most vividly demonstrated in Senegal by the work of Tostan, founded by Molly Melching.”

Former U.S. President Jimmy Carter

From his book A Call to Action: Women, Religion, Violence, and Power

Generational Change in Three Years

Demonstrating A New Model For Social Transformation

In March 2014, Tostan launched the Generational Change in Three Years Campaign (GC3Y), which will bring Tostan's three-year CEP to over 1,000 new communities in the next five years. The CEP helps communities transform the social norms, practices, and wellbeing of the next generation of children born in West Africa.

Phase One of GC3Y marked the initial launch of the CEP in 150 communities in Guinea, Guinea-Bissau, Mali, and Mauritania. In early 2014, Tostan staff worked to ensure the translation and validation of curriculum materials, finalize recruitment, select the communities, train the facilitators and supervisors, and finalize the baseline surveys. The 150 communities were then able to begin classes. By the end of the year, they had all completed the Kobi 1 module, which focuses on democracy, human rights, and problem solving, and begun the Kobi 2 module, focusing on health and hygiene, including harmful effects of the traditional practices of FGC and child/forced marriage. Also, for the first time, all class participants were being trained in child protection, empowering them to promote children's rights and intervene in cases where children are at risk.

The Kobi 2 also covers germ transmission and how to prevent diseases, including the Ebola virus, which proved especially crucial in Guinea. Encouraging the simple act of hand washing was an important strategy in curbing the spread of Ebola. "In

our communities, when we wash our hands, it is to eat," says Mouctar Oulare, National Coordinator of Tostan Guinea. "Since our Ebola prevention measures now require routine handwashing in the home and in public places like schools, churches, and offices, every time people wash their hands, they ask where the food is in jest!"

Over the next five years, as Tostan expands the campaign to cover over 1,000 communities, more than 1.6 million people will experience positive life-changes as a result of this holistic and human-rights based approach to community empowerment.

The GC3Y's unique collaborative funding model has been custom-designed to welcome donors who share Tostan's values, want efficient and effective models, and understand that change is best arrived at through flexible responsiveness to communities, while supporting them in long-term development goals. This model also contributes to the ongoing improvement of Tostan's organizational systems, allowing Tostan to coordinate its efforts across regions, standardize monitoring and evaluation practices, and plan ahead more effectively.

GC3Y is proving that Tostan's vision of working on large-scale coordinated projects and creating impact across a range of issues is not only possible, but is in fact a model for the organization as it moves forward.



Keinti Coulibaly, a CEP participant, works at the weekly regional market in Sirakorola, Mali, where she cooks small bean and dough pastry snacks, selling them nearly as quickly as she makes them. Starting with an investment of just 2,500 CFA (or \$5 USD), Keinti has been able to reliably scale up her efforts to generate larger profits and larger savings.

"The Tostan program allowed me to be more open to ideas," Keinti said. "In class we learn many things that allow us to be informed and participatory."

"I solve all my problems with the benefits of my business," she said. She is able to lend her husband money to support his poultry trade. "Before Tostan it was as if we were at the side of the road not knowing where to go," Keinti said. "In commerce there are a lot of things that have discouraged some. Those of us who are participants now know the difficulties that must be managed to continue the path."

Our Peace and Security Project works to strengthen and support our proven grassroots strategy of community-led development in order to improve peace and security in the West Africa region. Building the capacity to collaborate and resolve conflict at the personal, local, regional and national levels is a primary focus of the project. Between 2010 and 2013, a pilot phase of the Peace and Security project was implemented in Guinea-Bissau, Senegal and The Gambia. The pilot included research into the function and nature of major social networks of the Fulani, Mandinka and Diola ethnic groups, the development of a Peace and Security education module with 19 sessions, and the establishment of 60 Peace Committees. Given the positive results of this initial phase, the pilot project became a “bridge” project.

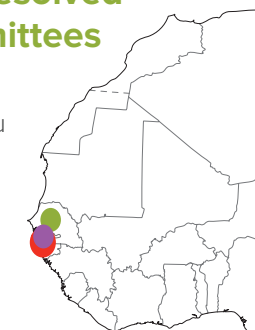
2014: Bridge Project

2014 was a year to build on the success of the pilot phase with a broader extension of the project. Activities over the course of the year included:

- A revision of the Peace and Security education module. All sessions were revised and certain themes elaborated upon. For example, human security, initially treated in a single session, emerged as a very important theme in participating communities and is now addressed over the course of three sessions. Also, the sessions on mediation were made more explicit and practical.
- The selection of 60 new villages to participate in the next phase and a baseline survey conducted in 24 of those villages.
- The implementation of action plans resulting from cross-border meetings on the following themes: the free movement of people and goods, preventing and handling bush fires, deforestation and cross-border banditry.
- While the project has successfully addressed issues like human security, economic security, food security and environmental security, some of the most incredible outcomes have emerged as a result of the community-based Peace Committees that are established as an important component of the project. The types of conflicts resolved ranged from domestic or familial, to issues regarding local elections, land disputes, and negotiations between farmers and seed sellers.

845 Conflicts Resolved by Peace Committees

- 335 Guinea-Bissau
- 59 Senegal
- 159 The Gambia



Peace and Security Project

Building A Bridge To Peace

According to Abdurahman Baldeh, village chief of Fatoto, The Gambia, the implementation of the Peace and Security project in his village has contributed to reducing conflict, including marital, familial and inter-community conflict. In addition, it has made the work of the police easier given [their] new knowledge and skills on the strengthening of peace.

*Mussa Cassama, the village chief of Sumbundu, Guinea-Bissau, said that women are the key to mediation in his community as **“marital or family conflicts in which women were involved are much more easily resolved with long-lasting solutions than conflicts involving only men.”***

Reinforcement of Parental Practices

Parents Who Invest In Early Childhood, Invest In The Future

The Reinforcement of Parental Practices (RPP) module — targeted at parents — aims to reinforce knowledge gained during the CEP. The module both encourages and teaches parents and other community members how to improve their children's early development and learning, allowing them to perform better and stay in school.

2014 Highlights

- The training and involvement of more than 300 religious leaders in the implementation of the program: training workshops in three languages were organized in order to gain the support of religious leaders in the movement to abandon violence against children. These leaders are encouraged to promote non-violent education in their communities and surrounding communities, using their sermons and other forms of outreach.
- The “Babyology” Caravan: A series of screenings of a short film from Harvard University on the human brain were used to help explain the importance of early childhood development, and a parent's role therein. The screening, showed in national languages, was followed by a question and answer session with the audience — composed of both community members participating in the RPP program and local authorities — and a thorough discussion of the importance of good parent-child interactions.
- A five-day workshop was held that brought together class participants, members of the Community Management Committees, and local teachers, who worked on creating alternatives to physical discipline. The groups also agreed to monitor the childrens' studies, while protecting their rights in school and at home. This has created better synergy between the schools and the community, and improved the academic success of the children.



"The RPP has been extremely important for our village.

Before the project, children were often beaten. Now we understand that we have to be respectful of our children, and we must ask them about their opinions and feelings.

The children are much cleaner now, and they are allowed to stay in school all day instead of being called home to help out their parents."

*Imam Modou Laye Ndao
Keur Alpha, Senegal*



Monitoring, Evaluation, Research, & Learning

Building A Solid Foundation For Tostan's Future

Tostan's Monitoring, Evaluation, Research and Learning (MERL) team plays a critical role in collecting the data that tells us how our programs are performing—and then using that data to set strategic directions for future projects. 2014 was an important year for the MERL department, whose work has helped Tostan understand what is happening in the field, why and how. This in turn allows the Programs team to better support communities in realizing their goals.

Gates Foundation Partnership

The Bill and Melinda Gates Foundation is supporting a four-year effort to strengthen Tostan's monitoring, evaluation, research and learning efforts for the CEP. A consulting firm—ITAD—was selected to help Tostan develop, test, and implement a revised monitoring and evaluation (M&E) system, beginning in Mali and The Gambia and scaling up to two additional countries over a 24-month period. Overall, this work will fortify the Tostan program and create a unified M&E system, streamlining data collection and analysis organization-wide.

Generational Change in Three Years Baseline Study

At the start of classes being held in the GC3Y communities, MERL conducted a baseline survey among participating project communities. The results of this baseline study will be used to measure progress against project objectives, and will contribute to a mid-term evaluation planned to take place after the Kobi 2 (or halfway through the program). These studies set the scene for final evaluations — at the end of the three-year program — and ensure that progress has been tracked consistently. A new uniform set of M&E tools was created to be implemented across all countries over the course of the entire program. Ultimately, this means that community change from start to finish will be more visible and evidence more concrete.

MERL Focal Points

The MERL department recruited four national focal points who are based in Guinea, Guinea-Bissau, Mali and Mauritania. The goal of these focal points is to better orchestrate data collection from the field to the team at Tostan International. In February, all National Coordinators, Assistant National Coordinators and MERL Focal Points attended a training organized by Tostan International's MERL team. The purpose was to train the newly recruited MERL Focal Points on Tostan's programs and M&E systems, to reinforce the M&E capacities of all national office staff, and to create a common monitoring plan for the GC3Y project.

“The presence of a Focal Point in each Tostan country will enable a more organized and consistent flow of information throughout all levels of the organization, across countries and projects, and help to raise awareness about the importance of collecting quality data on a regular basis.” — Grace Saul, MERL Volunteer



Tostan Training Center

Setting The Stage To Share The Tostan Model

For over two decades, Tostan's human rights-based education model has been consistently developed and updated in response to feedback from thousands of communities in different socio-cultural African contexts. Recognizing its proven positive effects for community-led development, an increasing number of community activists, local, national and international organizations, governments, and representatives from academia and the media have expressed an interest in training based on the Tostan model. In response to this growing demand, Tostan launched the training center project in order to offer trainings on its unique human rights-based approach for community-led development. Over the course of 2014, the Tostan Training Center (TTC) team continued to build on the momentum that began in 2013, and focused on the development and fine-tuning of a TTC curriculum.

Test Trainings

As part of the process for developing the curriculum for a 10-day pilot training, the TTC team organized a two-part test training for volunteer participants, giving them the opportunity to test the proposed schedule, content and training materials. The TTC team then revised the sessions and materials based on feedback received from participants.

Outreach

With the establishment of a curriculum, focus shifted to the outward marketing of a pilot training scheduled for 2015. Outreach efforts encouraged diverse participation and included the management of communication with participants as they began to enroll.

The stage was set for the first official TTC pilot training.

“Taking part in the Tostan Test Training enabled me to learn about alternative approaches to promote community-led development. I appreciate that Tostan is always respectful and non-judgemental when working with communities.”

— Pierre Toure, Entrepreneur and student at Institut Africain de Management (IAM) in Dakar

Child Protection Project

Modernizing Daaras For A Future Without Forced Begging

The Child Protection Project (CPP) is a five-year project, launched in September 2010, funded by the UK Department for International Development (DFID). Our partners include Anti-Slavery International (ASI) and the African Assembly for the Defense of Human Rights (RADDHO). The project works to end forced begging of talibé children by promoting a state-regulated modern daara (Koranic boarding school) program and influencing legislation in favor of the eradication of the practice.

Talibés are young boys, typically between the ages of 5 and 15, who are sent by their families to receive a Koranic education under the supervision of a marabout (a Koranic teacher). For many talibés, however, their days are spent out on the streets begging for money instead of in a classroom. Living conditions are frequently very poor and the boys may be abused if they do not bring home enough money at the end of the day. Tostan's post-CEP Child Protection Project to address and reform this practice is currently being implemented in 20 communities across three regions in Senegal: Kaolack, Thiès, and Matam.

Imam Mohamed Magid is the executive director of the All Dulles Area Muslim Society (ADAMS) based in Virginia, USA and is also the president of the Islamic Society of North America (ISNA). A widely-respected figure in North America, he has long been committed to public service through organizations such as The Peaceful Families Project, Annual Twinning of Mosques & Synagogues, and Fairfax Faith Communities in Action. He is currently the chairman of the International Interfaith Peace Corps (IIPC) whose mission is to promote interfaith work in order to bridge the gap between different religious cultures through tolerance, respect, and understanding.

During his visit to Dakar on March 27, 2014, Imam Magid shared his perspective on Tostan's approach and programs:

"...the Tostan model is one that really stands out. It is clear that it is a model that many NGOs can learn from, one that respects religion, customs, and culture and does not come from an arrogant outside approach...I believe that religious leaders, whether here or in any part of Africa, will be more comfortable in working with such a program than in working with any other programs that I have seen. I was very impressed by [Tostan Child Protection Specialist and Islamic Scholar] Mouhamed Cherif Diop's work with religious leaders.."



"Through the implementation of our Child Protection Project, we managed to arouse in our communities a hope for a better future for children and the desire to change the destiny of the whole community, to ensure dignity, happiness and fulfillment for all."

— Mouhamed Cherif Diop, Tostan Child Protection Specialist and Islamic Scholar

Empowered Communities Network

Creating The Connections To Achieve A Vision

Since 2006, the Empowered Communities Network (ECN) has helped communities partner with other organizations on development initiatives to help realize their community vision.

Following the establishment of a CMC and the implementation of the Tostan CEP, many CMCs register as official community-based organizations (CBOs) in their respective countries. Often these CBOs join together with other CBOs and form Federations, which provides them with increased rights and opportunities. The Tostan ECN connects trained CMCs with NGO partners, microfinance institutions, businesses, government authorities, and other service providers so they can access resources and funding to continue their community-led development projects.

In 2014, the ECN received funding for 22 communities, which included 16 CMCs and six Federations. These funds were provided by partners including Tostan France, Community Voice International, Catapult, My World and Mundo Construye, and were then made available to the communities through facilitation by the ECN and used for projects such as the recording and sale of traditional songs, poultry farming, micro-credit, solar kits and henhouse construction.

With the help of the ECN, the CMC of Keur Thieme Sawaré was put in contact with the Inspection of Water and Forests in Thiès, Senegal. As a result, in July of 2014, the CMC received 75 saplings to plant as part of their reforestation project. The local government official in charge of the environment, in collaboration with the CMC, will manage the planting and cultivation of the trees in various public places and around the village health center. The intention is — in addition to beautifying the environment — to provide shade to patients visiting the health center and increase access to fruit for the children of the community.

The Community Management Committee (CMC) of Keur Thieme Sawaré in Thiès, Senegal, received 75 saplings of cashew, mango, and dynamite trees to plant as part of a reforestation project. The reforestation effort is not only environmentally sound, it will also provide shade to patients visiting the health center and enable children in the village to eat fruit regularly.





Obstetric Fistula Project

Raising Awareness For Prevention And Response

The Obstetric Fistula Project focuses on prevention of the condition — primarily through awareness-raising about its causes — the identification of women suffering from it, and the provision of guidance, support and rehabilitation post-surgery. In 2014, Tostan continued its role of organizing fistula awareness-raising sessions in villages throughout the regions of Kolda, Tamba, Kédougou, and Matam. Led by social mobilization agents, these sessions reached 236 villages and 11,633 people. Other awareness-raising activities included:

- Three intervillage meetings involving 30 villages and 310 people, including local police and administrative and health officials
- 20 radio programs and two panel discussions with health technicians, social services and AMREF representatives
- Development of educational brochures and pamphlets in local languages
- In May, AMREF Health Africa, Handicap International, and Tostan, in partnership with the United Nations Population Fund (UNFPA), the Senegalese Ministry of Women, Family, and Children, and the Ministry of Health and Social Action in Senegal organized a celebration for the “International Day to End Obstetric Fistula” attended by 518 people.

“Priority should be given to the prevention of fistula. We do that through our basic education program, radio shows, and social mobilization activities. We know that fistula results from child marriage and people understand that to end this disease, we need to abandon marriages before the age of 18.”

— Molly Melching, Tostan Founder and CEO

“Ending fistula requires prevention in the affected areas, the treatment of women living with the disease, and support for their reintegration into their communities.”

— Dr. Mor Ngom, AMREF Health Africa Regional Director in West Africa

Fistula Camp restores normal life for fistula patients

Between September and December of 2014, Tostan and AMREF—with support from UNFPA—organized three successful “fistula camps.” In total, 44 women living with obstetric fistula were successfully operated on at hospitals in Kolda and Dakar, and 66 women received consultations.

For 15 years, Khady Sow lived with fistula. As a mother of five, she endured physical pain and embarrassment from her condition ever since complications occurred during the birth of her last child. She never dared to travel and spend the night at someone else’s home for fear of wetting the bed, a common symptom of fistula. However, Khady underwent a successful surgery in Dakar. Now that Khady is cured, she is eager to live a normal life and participate in community activities. “Because of Tostan’s generosity,” Khady said, “I have taken back my life.” While the emotional healing process will likely be longer than the medical procedure itself, Khady has restored confidence and is determined to live a full and happy life.



Prison Project

Working Towards Reintegration

The Prison Project (PP) aims to help detainees in five Senegalese prisons reintegrate back into their communities through participation in a modified version of the CEP. Participation builds their knowledge of human rights and equips them with practical skills to start income-generating activities. The project also facilitates family mediations to help integrate former detainees back into their communities upon release.

In 2014:


- An estimated 750 detainees' cases were resolved through mediation over the course of the year.
- Income generation trainings continued; the 2014 program included trainings on raising chickens and shoemaking, which were offered twice a week throughout the year.
- The prison in Diourbel welcomed the launch of the PP at their facility in September. Diourbel also became the site of the MERL department's baseline survey, which involved administering a questionnaire to all the female detainees. This information will be used to measure the impact of Tostan's program at the prison.
- The team hired a former detainee, Awa Fall, who received a presidential pardon. Ms. Fall now provides training in cloth dyeing at all five prisons where Tostan works.

Reintegration

Modou and his family are from Kaolack in West-Central Senegal. They come from an impoverished background, making a steady source of income upon release from prison a necessity for him and his family. While in prison, Modou participated in the modified CEP classes and skills trainings, and once released, he enrolled in the multi-purpose center for minors in his community. With the support of staff at the center, and funds from the Prison Project, Modou was able to start a poultry farming business. He raises chicks until they are 46 days old and sells them to the staff at the multi-purpose center for a profit.

Trainings

The Tostan Prison Project team hired Madame Awa Fall, an expert in the art of cloth dyeing, to lead a workshop in this particular skill at the Diourbel prison in Senegal. Madame Fall had herself taken part in the CEP while in prison. She later received a presidential pardon, and now provides training in cloth dyeing in the five prisons where Tostan offers the CEP. During the Diourbel training, Awa shared with all those present how much her life had changed since she took part in the CEP: "Today, thanks to Tostan, I do not ask anyone to help me financially and I can take care of both myself and my family, simply because I learned the art of dyeing."



Spotlight On Our Supporters

Coming Together To Advance Social Change

A Letter from the Leadership Circle

I steadfastly believe that the key to the majority of our social and public health challenges lies within community. Subsequently, I live my life, professionally, personally and philanthropically, deeply immersed in grassroots efforts to mobilize community resources for the greater good. Admittedly, this can sometimes be a lonely road to take. So often government, academic and grant-funded efforts are focused on outside in and top down approaches to what are inherently neighborhood and village-level needs.

As a community organizer and a philanthropist, I am on a life-long journey to find “my tribe” so to speak...people and programs similarly committed to fundamental, sustainable change. When Molly Melching and Tostan came into my life, my first thought was: “I’m home.” A non-formal education program delivered with respect and in support of individual empowerment and community-based leadership. Simple actions that have big impact. There is no questioning whether this is an effective approach. It is THE approach.

I could not become a donor and advocate for Tostan fast enough. I jumped right in...not a tentative, dip my toe in to test the water but a full on, full body cannonball. And...no surprise...the water is perfect. Just right. What I want to say to the rest of the world is, “What are you waiting for? Come on in. Be a part of a visionary model for transformational change on a global scale.”

**Does it get any better than that? Nope.
Is it an honor to support this work? Absolutely.
Am I changed as a result? You betcha.**

— *Mary Ellen Cunningham, Leadership Circle Member*

Tostan Sweden

Tostan Sweden has financed the implementation of the CEP in Senegal and in The Gambia, as well as contributed to the Prison Project. Outreach efforts have resulted in raising awareness about Tostan in Sweden through national radio, television, and newspapers. Newsletters in Swedish are also sent out to Tostan Sweden members on a regular basis.

In 2014, Tostan Sweden celebrated its 10 year anniversary. Over the course of the year, Tostan Sweden arranged seminars together with the UN Women National Committee and UNICEF Sweden. Funds from The Swedish Postcode Foundation made it possible for Tostan Sweden to strengthen and develop its organization: an Information Strategy, as well as a Fundraising Strategy, were adopted. The website www.tostan.se has been updated and now follows Tostan’s graphic profile and brand. Tostan Sweden also now has a centrally-located office space at its disposal in Stockholm, thanks to a generous sponsor.

Tostan Canada

Tostan Canada promises to be an authentic, effective and meaningful community of like-minded individuals who share a commitment and passion for improving the lives of women and girls in Africa. In Canada, there is growing interest in and support for Tostan’s approach in bringing about transformative, sustainable change in African communities. In 2014, Tostan Canada continued to grow its base of support and to develop organizational readiness for a broader communications and engagement strategy, which will be launched in 2015. Several major donations were made in 2014 to the Generational Change in Three Years Campaign, as well as to the Tostan Training Center.

Clothes for Change



Audrey Huynh, Abbey Cmiel, and Melanie Walsh entered their sophomore year at Myers Park High School in Charlotte, NC having spent the summer reading about challenges women face globally. Recognizing their community's general lack of awareness on such issues, these three friends began to think about how they could support women's empowerment and increase awareness. Surrounded by fashionable classmates, they realized that clothing could be more than a form of self-expression; it could serve as a resource to bring people together and function as an advocacy tool. They hosted two events in support of Tostan's work: the Clothes for Change Spring Fashion Show — complete with a luncheon, silent auction, and runway show with clothing hand-crafted by their student designers — and the Winter Clothing Sale where thousands of new and gently used high-end women's and girls' clothing were resold.



Powderpuff Football

Every year, the Cary-Grove High School in a Chicago suburb hosts the Powderpuff match: a flag football game between the girls in the junior and senior classes. This year, the event not only provided entertainment for students, teachers, parents and other community members, it was also a fundraiser and advocacy opportunity. Both the entry fee, as well as all donations raised throughout the event, went to Tostan, and the half-time show was dedicated to sharing information and stories about Tostan's work.



Seattle Friends of Tostan

In the summer of 2014, a group of about 20 Tostan supporters in Seattle held three meetings to explore how such a group could support Tostan. At the December meeting, the group decided that it needed more information in order to communicate accurately to others about Tostan's work. One of the members sponsored Aisha Baldeh to attend the March 2015 pilot training at the Tostan Training Center in Thies.

Luke Davies, Oxford Student



Luke Davies, a PhD candidate in Philosophy at Oxford University in England, took part in three gruelling races over three consecutive weekends to raise money for Tostan. With a combined love for and interest in sports and global development issues, Luke chose to dedicate his races to a cause that supports women's rights. With guidance from a friend, Luke did some research and discovered Tostan, at which point he was sold by Tostan's focus on education.

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“This approach is one of the best ways to improve the level of gender equality in a country (or region)...It seems to me that Tostan just gets the order of priorities right. It focuses on aspects of life that will really make a significant change. That’s something I’d like to support if I can.”

— Luke Davies, Oxford Student

A Mayor in Mali brings Tostan to his Community



In 2004, Souleymane was elected Mayor of Sirakorola in Mali. He held this office for the full five-year term and was re-elected in 2009 for another five years. During his tenure, Souleymane traveled extensively within the region and quickly became aware of Tostan's presence in various communities, as well as the positive impact it was having. After consulting with Tostan staff, Souleymane called an advisors meeting to discuss how to bring Tostan to the community. He compared Tostan to other programs, explaining that Tostan asks and listens to the people, and it often employs local men and women from the area to become facilitators for the program. After much deliberation, officials in Sirakorola decided to welcome Tostan. 40 communities were selected to begin the CEP in 2014, and they are currently participating in the program.

Tostan Supporters

\$10,000+

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Amy Rao
Andrew Achterkirchen
Ann Lovell
Anonymous
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Wanda Root

Special Thanks

Monthly Donors

Tostan thanks the individuals who sustained us in 2014 with a monthly gift, making us a part of their giving in an ongoing way.

Adrienne Cooke	Eleanor Scheman	Leila Levi	Robyn Blauberg
Allison Grossman	Elizabeth Nelson	Linda Adamson	Ruth Powell
Anita Galeana	Fran Alcantara	Lucy Edwards	Sharmistha Mohapatra
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David Wajzman	Latifa Alnaim	Patricia Kupfer	Wanda Hedrick
Diane Thomas	Lauren Hund	Robin Madrid	

Donors to Tostan on CrowdRise

Tostan would like to thank all of the amazing individuals who participated in the Skoll Social Entrepreneurs Challenge hosted by Crowdrise. By making donations and also mobilizing their friends, families and other networks to give, Tostan was able to unlock additional donations from the Skoll Foundation. Because of these efforts to support Tostan, the organization was specifically able to carry out key efforts to better respond to the Ebola crisis in West Africa.

Generational Change in Three Years Donors

Tostan would like to thank all those who supported the Generational Change in Three Years Campaign in 2014. This exciting effort is redefining how Tostan can deliver its highly effective programs at scale in the most efficient way. The response to this campaign by donors at all levels is deeply appreciated. We extend a very special thank you to the Leadership Circle of this campaign. Their generous support both financial and intellectual made this campaign possible, and their ongoing commitment is helping ensure it exceeds its goals.

Brian and Kelly Baxter	Tom & Gail Kaneb Family Foundation
Mary Ellen Cunningham	The Long Road Foundation
The Gem Foundation	Orchid Project
Greenbaum Foundation	Pathy Family Foundation

Financials

<u>Support & Revenue</u>	<u>2014 (in \$)</u>	<u>2013 (in \$)</u>
Grants and contributions	9,960,774	7,669,786
Interest and investment income	19,053	6,169
In-kind contributions	732,666	58,026
Net training center loss	(77,515)	-187,498
Other	17,800	62,799
Total support and revenue	10,652,778	7,609,282

<u>Expenses</u>	<u>2014 (in \$)</u>	<u>2013 (in \$)</u>
Program services	6,765,516	7,671,783
Supporting services	1,656,450	1,328,251
<i>General and administrative</i>	1,036,726	1,068,342
<i>Fundraising</i>	619,724	259,909
Total expenses	8,421,966	9,000,034
Change in net assets before other item	2,230,812	-1,390,752

<u>Net Assets</u>	<u>2014 (in \$)</u>	<u>2013 (in \$)</u>
Total other items	(23,256)	57,392
Change in net assets	2,207,556	-1,333,360
Net assets at beginning of year	8,043,288	9,376,648
Net assets at end of year	10,250,844	8,043,288

<u>Current Assets</u>	<u>2014 (in \$)</u>	<u>2013 (in \$)</u>
Cash and cash equivalents	3,695,708	4,135,105
Investments	46,495	3,917
Grants receivable	836,242	1,884,003
Employee receivables	44,215	38,285
Contributions and other receivables	42,656	83,949
Prepaid expenses and other assets	33,633	35,288
Total current assets	4,698,949	6,360,547

<u>Property and Equipment</u>	<u>2014 (in \$)</u>	<u>2013 (in \$)</u>
Land	271,433	298,573
Buildings and improvements	451,750	451,750
Furniture and office equipment	181,324	192,043
Computer equipment and software	344,792	28,902
Vehicles	258,416	274,916
Less: Accumulated depreciation and amortization	(707,336)	-574,756
Net property and equipment	800,379	671,428
Noncurrent assets and grants receivable	4,940,383	1,671,146
Total assets	10,439,711	8,703,121

<u>Current Liabilities</u>	<u>2014 (in \$)</u>	<u>2013 (in \$)</u>
Loan payable		500,000
Accounts payable and accrued liabilities	188,867	159,833
Total liabilities	188,867	659,833

<u>Net Assets</u>	<u>2014 (in \$)</u>	<u>2013 (in \$)</u>
Unrestricted	1,160,004	1,473,857
Temporarily restricted	9,090,840	6,569,431
Total net assets	10,250,844	8,043,288
Total liabilities and net assets	10,439,711	8,703,121

<u>Expenditures</u>	<u>2014 (in \$)</u>	<u>2013 (in \$)</u>
Program Services	6,765,516 (80%)	7,671,783 (85%)
General & Administrative	1,036,726 (12%)	1,068,342 (12%)
Fundraising	619,724 (7%)	259,909 (3%)

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