

FACES OF GUÉOUL

2022/2023 Annual Report
from Friends of Guéoul,
a non-profit organization

2022 WAS A SPECIAL YEAR OF GROWTH: A MESSAGE FROM OUR EXECUTIVE DIRECTOR

Dear Friends of Guéoul Community,

In this annual report, I want to reflect on the years that have passed since I started working with co-founder Judy Beggs in 2019.

I am overwhelmed with gratitude for everyone connected with Friends of Guéoul: The dedication and commitment of our board, staff, volunteers, and donors has allowed us to expand our mission and establish FoG even more within the community. A special mention goes out to our staff in Guéoul, especially Makhfou, our Field Director, who has been with us since 2009 and leads our dedicated staff of teachers and learning assistants.

Most importantly, we must acknowledge and admire the young boursières and their families who work tirelessly to achieve an education while bettering the world around them.

When I first started with FoG in 2019, I could have never imagined the changes we would make in just 4 years. Judy and I had just made it back from Senegal before the pandemic hit us, and sadly Judy passed suddenly not too long after. Honestly, my first reaction was how will I ever continue what she has built so successfully in Guéoul? Thanks to our incredibly supportive board and donors we have continued to honor her in all that we do while

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Elke McGuire,
Executive Director



GROWING WITH FRIENDS OF GUÉOUL FOR 14 YEARS.

I'm Cheikh Makhfou Diop. I have been working with Friends of Guéoul for over 14 years. Together we have created projects that have directly impacted the education in Guéoul across all levels: elementary, secondary and high-school. Even university.

It is a great pleasure for me to work with an NGO such as Friends of Guéoul.

My experience within this structure has taught me about **sharing**; about **understanding students** beyond the physical presence of learners in the classroom—that there are many more things to discover about families if you want to study the causes of lack of performance for some students. We learn where to put our efforts by having conversations with the mothers, grandmothers, and sometimes fathers too.

"A hungry belly has no ear": This is a part of the understanding of Friends of Guéoul. We try to relieve parents who hustle just to meet the daily needs (food) of the family by taking charge of their girls' schooling which increases their chances to stay at school, to have good results and advance in their studies.

This noble mission really has affected me and changed my own dreams of social assistance by the help of Friends of Guéoul. **At the end of each year, we have all the pleasure to see girls passing in their elementary, secondary and high school exams. It is a wonderful time to celebrate.**

Best regards,

Cheikh Makhfou Diop.
Field Director, Senegal

EDUCATING GIRLS. LIFTING FAMILIES. BENEFITING A COMMUNITY. BETTERING OUR WORLD.

PRESIDENT'S REPORT

Dear Friends,

Since we last produced a printed Annual Report in 2019, Friends of Guéoul has been in a time of highs and lows: sadness at the loss of Judy Beggs, a celebration of her life and all that Friends of Guéoul (FoG) accomplished under her leadership, a time of tremendous learning for Elke and the Board of Directors, a time of reorganization, a time for soul searching, a time of planning and rebuilding, a time of delight in new opportunities, and a time of growth.

The learning curve has been steep for the board and the Executive team as they considered the diverse aspects of providing educational support for girls in a culture that had traditionally prioritized education for boys/young men, in a country 5,466 miles from Denver, CO, where the official language is French but the native language learned from birth is Wolof, and where the public schools have very large class sizes and either have no computers and/or have no internet access.

I'm proud to report that much organizational progress has been made:

- We've established a new user-friendly and much more efficient donor software program
- The majority of the board meetings are conducted by videoconferencing to enable regular participation by more of the board members
- Legal status to operate as a non-profit organization in Senegal was achieved which will allow us to apply for grants as a NGO in-country
- The board is engaged and representative, we have many diverse backgrounds that make our board more effective. We have also established a working Board of Directors in Senegal!
- The addition of two dedicated volunteers who are providing professional human resources guidance, bookkeeping/accounting assistance and researching possible grant opportunities
- In the last year, I have witnessed members asking more good questions and showing more passion and energy than in my previous ten years on the board!

As we move forward, our most immediate plans are to locate and develop funding that will cover current expenses and then allow us to expand our programming and the number of girls served. We look forward to sharing our accomplishments and those of the scholars in Guéoul!

Marny
Marny Eulberg,
Board President,
Co-Chair



EVENTS

An important part of Senegalese culture!

We host many events within our own community to raise awareness about FoG/girls access to education. If you're interested in attending an event in the future, be sure to follow us on social media and sign up to be on our mailing list at gueoul.org!



Le French Senegalese Independence Day Celebration and Fundraiser



Aminata and Rougui Dia of Le French, our long-time supporters

Board President Co-Chair Tiffany Tasker at the South Pearl Street Art Walk: an opportunity to meet new people and introduce them to what we do



Associate Director Marissa Messinger and Executive Director Elke McGuire at Women Powering Change: a networking event based in Denver for organizations which impact women internationally and nationally

A MESSAGE FROM ELKE MCGUIRE

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impacting the lives of so many in Guéoul and beyond.

We are supported by the endless volunteer hours that connect us with new donors and grant opportunities, host events, and even help with bookkeeping and donor management. All of this and the donor who made it possible for me to hire Marissa full time in 2022 to help me work more successfully while also providing a new perspective.

Our mission is to create access to education for young women in Guéoul and with your help over 240 girls have received access to education for the last 18 years and 16 are now going to university! I hope you will enjoy reading this report. Please help us grow even more by scanning the QR code at the end, sharing this report with friends, family and colleagues, or just spreading the word about the great organization called FoG that you support daily!

Thank you!



*Elke McGuire,
Executive Director*



IMPACT BY THE NUMBERS

IMPORTANT NUMBERS

14 SCHOLARSHIPS

Every year, 14 first grade female students receive scholarships to make it possible and motivating for them to attend school.

168 SUSTAINED SUPPORT

Through annual scholarships, FoG sustains support for 168 students from primary through secondary school.

16 UNIVERSITY STUDENTS

We are proud to report that 16 former FoG boursières are now attending university in Senegal!

150 DOLLARS

A \$150 donation will keep one FoG scholar in school for an entire academic year and underwrite her scholarship.

OUR MISSION

Friends of Guéoul enables female Senegalese students to achieve economic and life successes by creating access to education through annual scholarships and learning enrichment programs to pursue their education through high school and beyond.

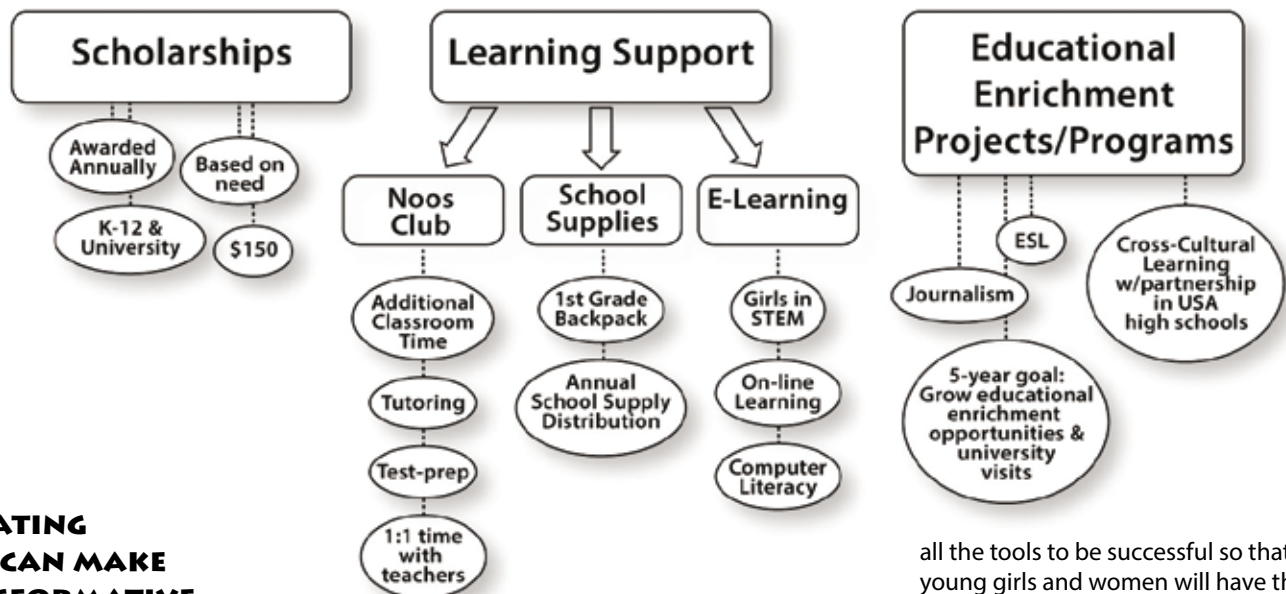
OUR MODEL

What started in 2005 as a way to keep the most marginalized girls in school, has grown into a learning opportunity that provides continued and sustained access to education by providing all the tools and resources students may need to succeed.

We envision a world in which girls who were once not a part of the educational processes have sustained access to education at equal rates as their male counterparts. **We do this through three main programs: Scholarships, Learning Support, and Educational Enrichment Projects.**



WHY GIRLS? WHY EDUCATION?



EDUCATING GIRLS CAN MAKE TRANSFORMATIVE DIFFERENCES IN THEIR LIVES.

There is much emerging evidence showing the connection between access to education and the lifting of individuals, families,

communities, and nations out of poverty.

In Senegal, only 10.3% of females reach secondary school (high school). Through FoG programming, this is what we champion: continued access to education and

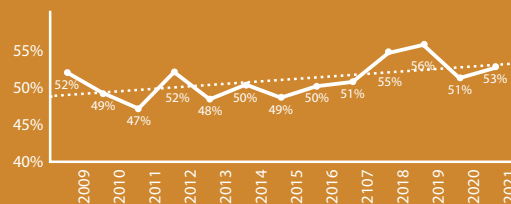
all the tools to be successful so that more young girls and women will have the opportunity to attend school longer and become the best version of themselves!

After all, education has the power to open new opportunities, break cycles of intergenerational poverty, and create self-sustaining futures.

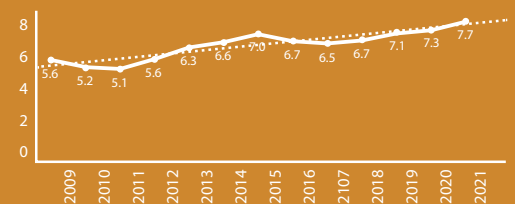
IT'S WORKING!

The numbers show that our model is working. We have seen a positive trend of test scores and class rank among friends of Guéoul scholars since we launched programs in 2005! Now in its 18th year, Friends of Guéoul has successfully supported 240 students. Currently, FoG creates access to education for 168 elementary and high school students and sixteen former boursières are attending University in Senegal.

FOG SCHOLAR AVERAGE CLASS RANK



FOG SCHOLAR AVERAGE TEST SCORES





**BFEM and BAC
Recipients:**

Soda Lo, Awa
Fall, Ndeye Sey-
nabou Niang,
Khady Sylla,
Awa Fall

**Marissa Messinger,
Associate Director**

Focus: Macro social work and international development both
through a gendered lens of intersectionality, ethics, and human worth.

TRAVELING IN SENEGAL, BY ASSOCIATE DIRECTOR MARISSA MESSINGER

OVER THIS LAST YEAR, I had the opportunity to travel to Senegal twice; at the start of the school year in October, and again closer to the end of the school year in March. These times are equally important and different from one another.

While school was just getting started, I had the opportunity to sit down with students who would be making the transition into high school and university. These students successfully passed the most difficult national examinations earning their baccalaureate. Thanks to you, we were able to host a celebration to honor this important milestone in their academic career—think of this as a graduation party.

As we celebrated them and their accomplishments they were eager to thank us for helping them succeed, I assured them that these accomplishments are their own. What we did was create opportunity. They did all the homework, stayed up late studying, walked to school daily, and showed up for other learning opportunities. **This is their accomplishment.**

OCTOBER WAS ALSO A TIME TO BETTER UNDERSTAND HOW STUDENTS BECOME FRIENDS OF GUÉOUL BOURSIÈRES.

For the first time in our organization's history, I had the opportunity to be a silent participant in the scholarship selection process seeking a critical understanding of how Guéoul students come to Friends of Guéoul and if there is room for us to grow. Over the course of a few days, Makhfou and I traveled to the six elementary schools to sit in on the

Parent/Teacher Association and Headmaster meetings to observe this process. It was a humbling experience to see a list of 30-40 names be narrowed down to 2-4 students, *per school*. In October 2022, we welcomed 14 new students across the elementary schools in Guéoul and gave them all a backpack full of school supplies to start the year off successfully.

In these meetings, I found my answer that not only can we grow, but there is a clear and explicit need for FoG to expand its reach within the community, further creating more access to education for more young girls.

I think about our programs as a tower versus the field. Our model at FoG is proven to be successful, and we could replicate it in other regions, but we could also compound our impact in Guéoul and further strengthen the existing structures to reach more students. **We are just scratching the surface.**

To wrap things up, we celebrate each school year with a long-standing tradition, the fête. This is our annual town celebration marking the (near) end of another successful school year, awarding scholarships for all FoG students. We also acknowledge the accomplishments of students who are performing at the top of their class—*premiere ranking*—with an additional scholarship. The beautiful thing about the fête is that it truly is a town celebration. For days leading up to the event, we share details on how to join our celebration, even recording a radio ad for local Guéoul FM. Students and their families arrive dressed in traditional Senegalese attire, musicians, and drummers create a lively atmosphere, teachers join to celebrate their students - all

while under the Senegalese sun. We stay for hours celebrating the accomplishments and leave in a mass dancing in the street.

Being in Guéoul is the highlight of my work; meeting students, witnessing the tangibility of our mission to uplift generations, asking critical questions to better our program, and of course the food. Each time I visit Guéoul, I have the opportunity to stay with the same family that Judy (co-founder) stayed with when she was a Peace Corps volunteer in the nineties. Each day, I am able to share meals with Diama, Khadime, and their four daughters for two meals; lunch, and dinner. Although my Wolof is tuti-tuti (very small), we all laugh in the same language.

It is such an immense privilege to be able to travel to Senegal and witness, in real-time, the impact Friends of Guéoul is having on this community; to sit down with FoG scholars and learn about their achievements, challenges, ways they overcome obstacles, and just how relatable we all are; to meet all the teachers who dedicate extra time out of their week to ensure students have consistent access to after-school learning opportunities in NoosClub, and to just be a part of the hustle and bustle of “small-town” Senegal.

This year, being in Senegal twice, seeing the impact, meeting students, and establishing a local board of directors, I know we are on the brink of immense growth. We will continue creating sustained access to education for girls living in rural Senegal and **I hope you will join us on their journey.**

Marissa

VISION 2026

SINCE 2005, FRIENDS OF GUÉOUL HAS MADE GIRLS' EDUCATION ITS PRIORITY.

Initiated by a Returned Peace Corps Volunteer (RPCV), Judy Beggs, and Co-founder John Montaña, Friends of Guéoul, Inc. has evolved from a simple scholarship program into an array of supplemental education programs that provide resources for students, teachers, and the community of Guéoul as a whole.

OVER THE LAST 18 YEARS, we have successfully supported **240** female students to achieve their educational goals through continued access to education from first grade all the way through the end of high school. For **16** students, this support is following them through University as the inaugural classes of FoG students pursue higher education.

This year, we drafted and quickly implemented a strategic plan that places heavy emphasis on scaling our impact within the community of Guéoul. **HERE ARE THE THREE KEY APPROACHES WE IDENTIFIED:**

1 INCREASE THE NUMBER OF BOURSIÈRES WELCOMED ANNUALLY

Fourteen students join the FoG family every year. We partner with the local Parents/Teacher Association of Guéoul who recommend students to our program based on need. After participating in the scholarship selection process in the fall of 2022, we saw that there is an explicit need to expand our programming.

Starting this fall, we will incrementally increase our scholarship numbers by two per year—meaning that we will add 16 students in 2023; 18 students in 2024; etc. We will keep increasing our capacity until we reach a sustainable and appropriate number which works with our budget and staffing capabilities.

2 STRENGTHEN AND EQUIP NOOSCLUB

NoosClub (pronounced nōs) is the after-school opportunity for students to engage with teachers and educational professionals for further learning. NoosClub operates additional classroom time, tutoring and test preparation, one-on-one time with teachers, and E-learning. We are planning to expand this program with a wider range of learning opportunities to better meet the needs of students. Part of this strengthening and equipping is building collaborative partnerships with other NGOs operating in West Africa, and more specifically within Senegal, that are working with girls' rights and quality of life advancements.

3 DEVELOP A POST-BAC PROGRAM

As we mature as an organization, we are witnessing students graduate high school and move into university or trade school after passing the national examination and receiving their baccalauréat. It is important to us to continue offering support in this period of their lives as our mission supports access to education through high school and beyond. Currently, we offer limited support for post-BAC students through a university/trade school registration stipend and additional supplies. As we reach more students in primary and secondary school, we want to grow the vision of access through university.

A NOTE FROM JOHN MONTAÑA, CO-FOUNDER

I've been around Friends of Guéoul for a long time. I sat down with Judy Beggs one day and we thought about how we might help a few of the girls in Guéoul. Friends of Guéoul arose from that conversation.

We've come a long way since then. In 2005 we were armed with good intentions and not much else. Now, nearly twenty years later, I look back and I'm amazed. We've got a great team, and amazing friends and partners in the Guéoul and the United States. And we've kept over 240 young women in school.

I'm proud to be a part of this. I hope you are too. We're doing something special here.

John Montaña
Co-Founder and
Board Member



AN OFFICIAL SENEGALESE PRESENCE!

With finalization of non-profit status within the country of Senegal, we are excited to work alongside the Senegalese Board of Directors! Established in March 2023, the Senegalese board will work closely with Makhfou and the rest of the field team to reach FoG students in the best possible ways.

We look forward to welcoming a board consisting of community members who are passionate and knowledgeable about access to education. In fact, 80% of the board consists of current and prior educators in Guéoul and wider regions

of Senegal. Together they will bring their years of expertise to streamline operations and further create best practices.

Having a local board of directors, alongside staff and volunteers, will lend to a unique advantage in our growth knowing that programs are being developed and led by local voices who truly know the best solutions to the challenges FoG scholars face.



*Bity N'Dir,
President*



*Magette Diop,
Vice President*



*Ndeye Codu Sarr,
Secretary*



Yoro Diaw, Treasurer



*Amadam Bachir Diop,
Mayoral Office
Representative*

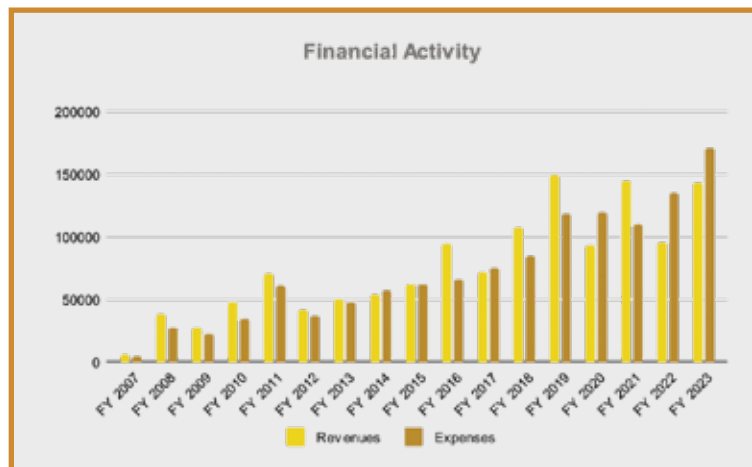
FINANCIALS

We are in a pivotal moment of growth to succeed in the future as an organization. Our primary focus is on the stabilization of the annual budget by increasing fundraising outcomes.

Instead of spreading our reach outwards, we are growing our impact by providing the most appropriate tools to support female youth throughout their adolescence in the community we have been working with for nearly twenty years—heavy impact, light reach.

This year, we welcomed **Ann Saunders, CPA**, to Friends of Guéoul as our new volunteer accountant. When Ann joined FoG, she hit the ground running and has this to say about FoG: "I am happy to be a volunteer and am so impressed by the dedication of FoG staff and volunteers to the students in Guéoul. Education of girls provides a path for development and change in struggling countries."

For a more detailed look at Friends of Guéoul finances, please visit Guidestar.



Expenses and revenues since 2007.

FACES OF FRIENDS OF GUÉOUL

THANK YOU TO OUR STAKEHOLDERS

SENEGAL-BASED BOARD OF DIRECTORS

Bity N'Dir, President
Magette Diop, Vice President
Yaro Diaw, Treasurer
Ndeye Coudou Sarr, Secretary
Adaman Bachir Diop,
Mayoral Representative

US BOARD OF DIRECTORS

Marny Eulberg, President, Co-chair
Tiffany Tasker, President, Co-chair
Leah Bruce, Secretary
Janet Dickson, Board Member
Ibrahima Gueye, Board Member US/Senegal
John Montaña, Co-Founder
Niki Richardson, Board Member
Amanda McCracken, Board Member

STAFF (SENEGAL & US)

Makhfou Diop, Guéoul Field Director
Mor Talla Gueye, NoosClub Coordinator
Hamet Sarr, Accountant
Elke McGuire, Executive Director
Marissa Messinger, Associate Director

TEACHERS

Mademba Seck, English
Ibrahima Gueye, English
Makhtar Sy, Math/PC
Modou Diop, French
Kalidou Barry, French
Alioune N'Diongue, French
Yatma Thiaw, English
Lamine Diallo, Math/PC
Seydou Thiam, Math/PC
Ousseynou Kane Diallo, IT

PARTNERS

Academie Lafayette
Amazon Smiles
Colorado Gives
Community First Foundation
Commune de Guéoul
Ecole Guéoul; elem., mid., & high school
Excel Printing
Guéoul Diaspora
King Soopers Kroger Foundation
LeFrench
Republique De Senegal
Region de Louga
Rotary Club Wheat Ridge
Ruby's Market

VOLUNTEERS

Jude Biggs
Cameron Buchanan
Codou Gueye
Deb Hebblewhite
Anita McGue
Ann Saunders

... AND YOU!

VOLUNTEER

- Help with special events/committees
- Join our Board
- Host a happy-hour at your home
- Grant Writing
- Special Programs in Guéoul

DONATE

- Use the QR code or visit our website!
- \$25,000 for all scholarships for a year
- \$2,000 for one class
- \$150 for a girl for a year

JÈRÈ JÈFF WAAY!
Thank you!

FOLLOW US ON SOCIAL MEDIA:



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