

FACES OF GUÉOUL

FRIENDS OF GUÉOUL 2023/2024 ANNUAL REPORT

Friends of Guéoul, a non-profit organization, 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.

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

CULTIVATING LOCAL LEADERSHIP & EXPANDING OUR REACH:

MEET OUR BOARD AND STAFF IN GUÉOUL:

Since the institution of a Friends of Guéoul Senegalese Board of Directors in March of 2023, the Senegalese board has established its bylaws and operating structure and has begun to work with Field Director Makhfou Diop and the rest of the team to identify strengths and weaknesses and adapt the project to best suit the community.

Their deep understanding will be instrumental in further expanding our program to reach all girls in Guéoul.

These efforts will lead to a future where every girl in Guéoul has the chance to graduate high school, go on to university or technical school, and experience hands-on learning. This education will lead to good careers and female economic empowerment that will improve everyone's life in Guéoul.



Friends of Guéoul Senegalese Board, Left to Right: Bity N'Dir, President; Maguette Diop, Vice President; Ndeye Codou Sarr, Secretary; Kara Beye, Treasurer; Amadou Bachir Diop, Mayoral Office Representative; Ibrahima Gueye, Board Member, US & Senegal



Friends of Guéoul Senegalese Staff, Left to Right: Makhfou Diop, Field Director; Issa Lo, Administration and Finance; Mor Talla Gueye, NoosClub Coordinator; Nogaye Diop, IT Teacher; Alioune Niang, IT teacher

A MESSAGE FROM FRIENDS OF GUÉOUL'S FIELD DIRECTOR, *Makhfou Diop*

The education of young girls remains a major concern for all communities in underdeveloped countries.

This focus is completely in line with the objective of Friends of Guéoul. My professional career within this project allowed me to understand that this dream of educating girls from disadvantaged families has become a reality in Guéoul with the NGO Friends of Guéoul.

The girls who were able to benefit from these scholarships stood out greatly from the other girls who did not receive this extra support. Even if the choice of girls is not based on criteria of excellence, the results obtained over two decades show

that all girls can achieve results at school if they have even the minimum backing.

Today the project continues to support students at all levels of academic study, from elementary school to university. However, despite all the support that the project provides to these girls, we notice that there are girls who are limited once they reach a certain level.

To meet this challenge, the local team based in Guéoul never stops looking for remedies to push these girls to surpass themselves. Ultimately, we understood that not all people are capable of advanced studies. For this, giving an opportunity to these girls to benefit from professional training compatible with their level would be a great opportunity for

these girls to benefit from knowledge practices that would enable them to undertake a profession.

To conclude, I am very happy to have to work with Friends of Guéoul because of its noble, *noble* character, because through this mission we can support and sometimes step in for parents in the role of supervision and encouragement for the studies of their daughters. The entire community is very grateful to you.

Best regards,



Cheikh Makhfou Diop
Field Director, Senegal

A MESSAGE FROM OUR US BOARD PRESIDENT,

Marny Eulberg

Dear Friends,

I am so proud of all that Friends of Guéoul has accomplished this past year!

Our U.S. based board is small in numbers but mighty with seven board members, including two gentlemen native to Senegal who now work in the U.S. Our four additional dedicated volunteers have given countless hours researching and exploring grant opportunities, saving us more than \$30,000 by effectively interfacing with various governmental entities, networking and learning from other charities with a similar focus who operate in Africa.

The establishment of a Guéoul-based board composed of people who live in and around Guéoul and who care deeply for their fellow residents is noteworthy and amazing in so many aspects—voluntary, unpaid boards of directors are fairly uncommon in Senegal as the inclusion of several women on the board in this patriarchal society. Also unique is the way the Guéoul board is taking on the on-the-ground day-to-day decision-making and is researching local sources of funding. (They have witnessed the successes of “our girls and young women,” clearly want the program to continue and want to have “ownership” of the program!)

To continue our commitment to the students already in our program throughout their primary, secondary, and beyond education and enroll new scholars each year, we need to raise at least US \$130,000 between now and June 30, 2025. Please participate in our fundraising campaigns and donate your talents, skills, passions, and professional expertise as a volunteer or as a member on our board.

Thank you!

Marny



Marny Eulberg,
Board President

EVENTS

We host many events within our own community to raise awareness about Friends of Guéoul and girls' access to education. If you're interested in attending an event in the future, be sure to follow us on social media & sign up for our mailing list on our website!



US and Senegal Board Member Ibrahima Gueye was able to travel to Guéoul to meet our Senegalese stakeholders, employees and boursières.

This year's annual fête was scaled down because of the passing our beloved master of ceremonies, Mansour. In its stead, small gatherings were held for boursières and their families.



Board Member US and Senegal, Ibrahima Gueye; Supporter Param Singh; Board President and hostess Marny Eulberg

Board President Marny Eulberg hosted a Friends of Guéoul Mother's Day lunch to thank our long-time donors.



Supporters Bruce and Rosemary Stover

For the third time in a row we attended Women Powering Change: a networking event for organizations which impact women internationally and nationally.



L-R Photo 1: Supporter Seynabou Gueye & Co-Treasurer and Volunteer Ann Saunders Photo 2: Supporter Sharon Hines; Board Member Niki Richardson; Supporters Marge and Dave Benning & Executive Director Elke McGuire

A MESSAGE FROM OUR EXECUTIVE DIRECTOR,

Elke McGuire

Dear Friends of Guéoul,

Thank you for your incredible support!

Whether you've been a financial contributor from our start almost 20 years ago, volunteered your time, or opened your home – you're what makes Friends of Guéoul a success story. This deep connection extends far beyond national borders, and your generosity is felt deeply by our friends in Guéoul, Senegal.

THIS YEAR MARKED SIGNIFICANT ACHIEVEMENTS:

We replaced our 15 year old, outdated computers with 95 refurbished laptops and software, ensuring a reliable learning environment in Guéoul.

The meticulous student records collected by our team in Guéoul over the last 19 years yielded valuable data, allowing us to track progress and tailor our programs effectively. We know our program works and now we have proof!

A unique exchange program fostered friendships between students in a French immersion school in Kansas and our scholarship holders in Guéoul.

These are just some of the highlights. I encourage you to read more on the following pages.

AS WE LOOK FORWARD:

We know from our local team of supporters, parents, teachers and village elders that so much more can be done.

We envision a future where all girls in Guéoul have access to education. In order to make this dream a reality we are actively seeking funding in Senegal and abroad to increase program capacity.

We plan to increase graduation rates through continued student support, offer career counseling, mentoring, experiential learning, ESL, teacher training, and more scholarships.

I invite you to further explore our report to delve deeper into our achievements, key partners, and future goals. Remember, together, we are all Friends of Guéoul!

Here's to a successful new year!

Elke McGuire



Elke McGuire,
Executive
Director

SUPPORT A PROGRAM THAT WORKS!

A MESSAGE FROM BOARD MEMBER *Janet Dickson*

Don't take our word for it! Janet Dickson, our longtime board member and senior research associate at the University of Denver's Pardee Institute for International Futures makes the case in her own words:

We know that our program in Guéoul, Senegal, is enabling girls in that community to engage and persist in life-changing education at higher rates than other girls in Senegal.

This year we analyzed the outcomes for the 48 girls who started in the program from 2005 through 2008. These are the girls who have been in the program long enough to have potentially completed 13 years of primary and secondary education. Of these 48 girls, 18 have completed the upper secondary level, which is a 38 percent high school completion rate.

OUR PROGRAM
35%

This contrasts with data from the World Bank Education statistics database, which reports the recent overall Senegalese high school graduation rate for rural low-income females at less than 1 percent. Further, it is twice the rate for urban Senegalese females in all income categories (17 percent).

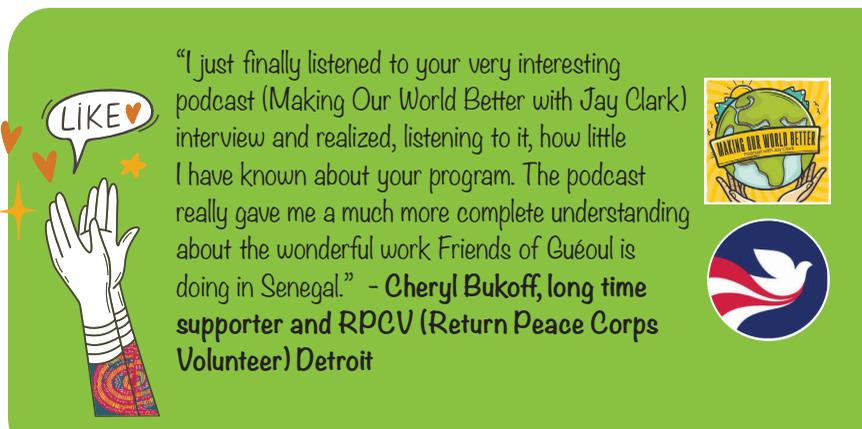
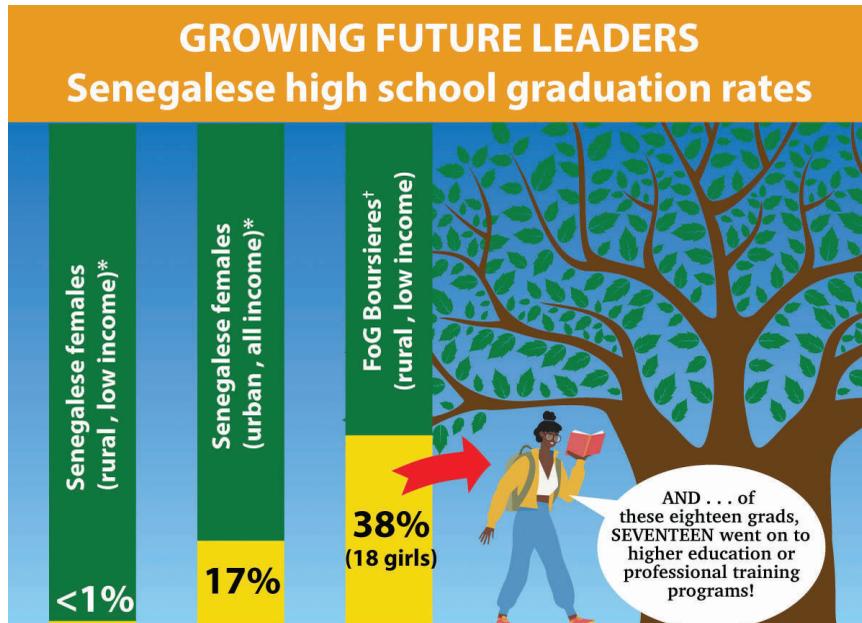
NATIONAL AVERAGE
1%

Perhaps even more amazing, of the 18 young women who have graduated from high school, 17 have gone on to pursue post-secondary education, either at a university or a trade school. This is a remarkable achievement for these young women.

Our hats are off to so many people for these achievements. We want to first recognize Makhfou Diop, (the Friends of Guéoul Field Director in Guéoul) and the dedicated teachers and other Senegalese staff of the program. Second, we salute the girls themselves who are working so hard to succeed. And third, we celebrate you, the donors who make the program possible.

We will add a new cohort of students to our analysis every year. With your help, we will increase the number of girls who enter the program and expand our after-school programming so that ever-increasing numbers of our boursières will persist through the completion of high school.

Your gifts are working, and we are deeply appreciative.



ENRICHING STUDENTS ACROSS THE GLOBE: AN EXPERIENTIAL PARTNERSHIP WITH

Académie Lafayette

At the beginning of this year we started our pen pal project with Académie Lafayette, a French Immersion school in Kansas City. Students were paired up and wrote letters (via email) to each other. A group of seniors, their teacher Marylin Hines, principal Dr. Maritza Paul and the French teacher Ousmane Baldé traveled to Senegal for a two-week educational adventure and were able to spend a day with their Friends of Guéoul pen pals. I think you can see the fun they had from the picture! Marylin writes: "It exceeded every

hope I had for two groups of young people, strangers from vastly different cultures, to come together in a very organic and human way. Both Guéoul and Académie Lafayette students were eager to meet each other, so the bonds of friendship seemed instantaneous. I am so excited to be a part of this newly formed partnership that I know will continue to have a mutually beneficial impact on everyone involved. Deep thanks to Friends of Guéoul, Elke and Makhfou, who made everything possible on the ground in Guéoul. Peace."



Students and teachers from Académie Lafayette and Guéoul pose in front of the informatique.

VISIT TO GUÉOUL BY NEW BOARD MEMBER

Paul Ndione



Administrator Mor Talla Gueye, Field Director Makhfou Diop and Denver-based Board Member Paul Ndione

Paul Ndione, a dedicated volunteer and new board member, recently traveled to his native Senegal and made a special stop at Friends of Guéoul's informatique to meet with our Field Director, Makhfou Diop and NoosClub Coordinator Mor Talla Gueye. Paul was so deeply moved by his experience and shared, "Meeting the students and hearing their stories, along with the positive testimonies from local people about Friends of Guéoul's impact, was truly inspiring. Kudos to all of you for the incredible work you're doing!"



Participants laughing and enjoying each other.

Located in Kansas City, Missouri, Académie Lafayette is a vibrant, safe and caring learning community that strives to expand the boundaries of innovation and excellence by offering a world-class multilingual education to every student.

With the completion of our Pre K-12 growth plan, Académie Lafayette is now the largest public French immersion school in the nation. Our relentless focus is placed on preparing our students to be impactful leaders in their communities as well as change agents in an interdependent world.



A FINANCIAL SNAPSHOT FROM OUR VOLUNTEER CO-TREASURER,

Ann Saunders

During fiscal year ending June 30, 2024, Friends of Guéoul broke even. Financially, we shrank to grow.

The generosity of our donors provided all operating funds and Friends of Guéoul used professional board members and volunteers to perform accounting, fundraising, data analysis and graphic arts. These efforts have given us a strong platform to increase funding through donations, grants and legacy gifts.

The volunteers allowed Friends of Guéoul to conserve precious funds for Guéoul program operations. In the past, grants were not a significant source of revenue, but committed volunteers are meeting weekly to work on grant writing and outreach to foundations committed to girls' education and achievement. This additional source of funds will allow us to expand the program to include all eligible girls in Guéoul.

The committee's first success is a \$6,500 grant for fiscal 2025 to help fund new computers and more grant requests are already in the hands of funders awaiting decisions. We are looking forward to seeing the results of our efforts!

TAX EFFICIENT GIVING

There are several tax efficient ways to give to Friends of Guéoul:

GIFT OF APPRECIATED STOCK

A donor may contribute appreciated property to charity. If the asset has been held for 1 year or more the donor will receive a deduction for the fair market value. The donor also avoids capital gains on the appreciation. Contact us for the account information to transfer the stock.

DONOR ADVISED FUND

A donor advised fund is set up with a financial institution. The donor transfers appreciated assets to the fund and gets an immediate tax deduction. The donor, in later years, will specify which charity is to receive the funds. The benefit is to get a larger deduction in a year that makes sense for the donor.

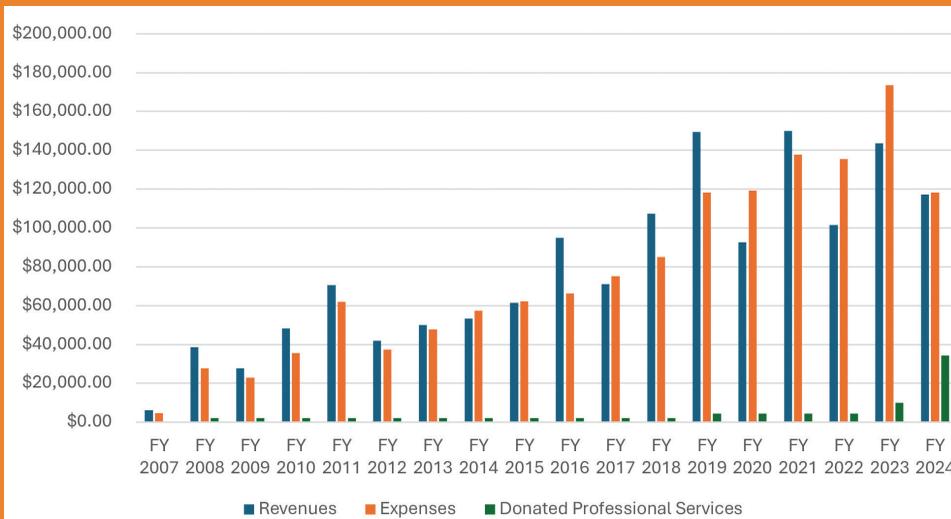
GIFT FROM AN INDIVIDUAL RETIREMENT ACCOUNT

If the donor is over 70 ½, the donor may make a contribution from a IRA or other retirement account and satisfy the required minimum distribution. This avoids the inclusion of the retirement income on the donor's return.

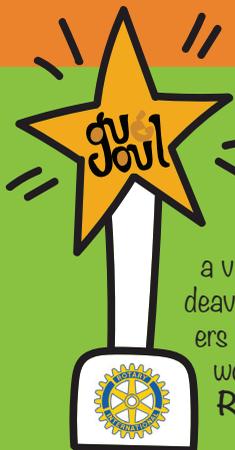
LEGACY GIFTS

- A donor may leave a bequest in a will as either a percentage of an estate or a specific amount. This will give the estate a charitable deduction if the estate is subject to estate tax. There may be a small legal fee to draft a codicil to an existing will.
- A donor may designate a charity as a beneficiary on a retirement account, or annuity. This can be done as a percentage or dollar amount. The distribution will go to the charity upon the owner's death. This is a very cost-effective and easy way to remember a charity. The heirs of the estate will not be taxed on this portion of the estate.
- A donor may specify a POD (Payable on Death) to a charity on a bank account, CD, investment account or other asset. This will avoid probate and reduce the size of the estate if it is subject to estate tax.

Please remember that tax rules are complex. Any decisions should be made under the advice of your tax advisor and perhaps, estate attorney.



Expenses and revenues since 2007. For a more detailed look at Friends of Guéoul finances, please visit Candid, formerly Guidestar.



"May this contribution be a beacon of support for the bright young minds in Guéoul. It's truly heartening to witness the evolution of your mission from a humble scholarship initiative into a vibrant tapestry of supplementary education programs. These endeavors not only empower students but also enrich the lives of teachers and the entire Guéoul community. Your dedication to this fantastic work in Africa is truly commendable!" - **Bob Timm, Wheat Ridge Rotary, long time supporter of Friends of Guéoul**

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.

152 SUSTAINED SUPPORT

Through annual scholarships, Friends of Guéoul sustains support for 152 students from primary through secondary school.

17 UNIVERSITY STUDENTS

We are proud to report that 17 former Friends of Guéoul boursières are now attending university in Senegal!

\$ 150

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



MEET FORMER BOURSIÈRE AND NEW FRIENDS OF GUÉOUL IT INSTRUCTOR

Nogaye Diop

It's a dream come true for me to go to study and return to give back to Friends of Guéoul.

I've been working for Friends of Guéoul for a few months now. When I started working in the community, I noticed that, thanks to the Friends of Guéoul in the schools, the girls are very engaged, their attitude has changed and they are determined to succeed. The team did an excellent job in this project, supporting the girls in their work with several disciplines, visiting everyone to see their living conditions and providing solutions when there is a problem.

I love this job because when I studied computer science at university, I always thought I wanted to come back and help my community and now I'm able to do that by working with Friends of Guéoul. I would like to sincerely thank you for the opportunities for education and to serve.



Nogaye as a first grader in 2006



GROWING WITH F.O.G FOR ELEVEN YEARS!

Issa Lo

My name is Issa Lo. I came to Friends of Guéoul as an intern in 2013, stayed for a few years before being hired as a receptionist. Today I am part of the administrative staff, providing bookkeeping and boursiére support.

I have been working for Friends Of Guéoul for 11 years now. I saw the affection you have for this project in my town, your support for the success of our little sisters. I also see the tireless work of Makhfou who is motivating and the entire community who never ceases to encourage us during meetings or scholarship award ceremonies. On every occasion I see parents get up to speak and thank Friends Of Guéoul by praising the brave Diodio. Today when I see my sisters who have been beneficiaries of the scholarship for a long time and help their families, I am proud and that is what I wish for other girls and that is why I hope that this project can last for decades.



Nogaye now teaches classes to kids every day.



COLLABORATING FOR MENTAL HEALTH AND STATISTICS WITH UNIVERSITY OF DENVER

By Co-Founder and Co-Treasurer John Montaña

Understanding and addressing the mental health challenges and needs of our boursièrés is a vital part of ensuring their success, both scholastically and in their larger lives. Friends of Guéoul is

pleased to announce that we are partnering with the University of Denver Graduate School of Psychology to address this area.

Under the supervision of the D.U. faculty, interns will assist us in identifying areas of need, and developing programs to assist our students and the larger community in addressing them. The interns will also give much needed assistance data collection and analytics that will allow us to expand and improve our program. Together, we will be able to provide a much expanded array of service offerings, and thereby enhance our students' opportunities for success in life.



VISION 2026

SUMMER 2024 UPDATE

CELEBRATING ACHIEVEMENTS AND LOOKING FORWARD

FOR NEARLY 20 YEARS, Friends of Guéoul has thrived on the unwavering support of our friends and champions. Your generosity, both financial and through volunteer expertise, has made a world of difference for girls in Guéoul, Senegal.

FRIENDS OF GUÉOUL METHODS & ACCOMPLISHMENTS AT A GLANCE

FoG's program provides a yearly \$150 stipend per girl and after-school tutoring, learning enrichment programs, computer classes and summer school.

Over **249** female students have entered the program over the **19** years we've been operating. There are currently **152** girls from **1ST TO 13TH** grade and **17** young women receiving assistance with college expenses. This fall, **14** new boursières will be entering 1st grade and the **4** students who passed the high school exam will begin university.

THIS YEAR'S ADMINISTRATIVE HIGHLIGHTS

FOCUSED GROWTH:

Since we implemented our strategic plan in 2022, we have seen a year of **growth and impact**. Our program in Guéoul has expanded as we simultaneously tightened our budget.

This could not have been accomplished without our dedicated and experienced Senegalese employees, the guidance of our new Senegalese board, committed long-term US board members and the many volunteers who contribute their expertise and knowledge.

PROOF! (OF THE POWER OF EDUCATION)

In 2023, we recruited a volunteer and board member to **analyze and report on our educational outcomes** based on graduation, grades

and class standing data meticulously collected over the years.

The data show that 38% of our students graduate secondary school. This compares with World Bank statistics that show less than 1% of rural girls in the lower income quintile progress to this level of education.

This is our demographic and **the data speaks to our success**. This success motivates us to continue and expand our support so that we can witness our boursières become empowered by education so they can make a difference for themselves and others.

Educating Girls, Lifting Families, Benefiting a Community, Bettering Our World.

IT WORKS!!

VISION FOR THE FUTURE:

**WITH YOUR CONTINUED
SUPPORT, WE AIM TO:**

1 **Increase Program Size:** *There is an urgent need to double FoG's enrollment.* We currently provide annual scholarships to 14 girls in each first grade class, but the demand is approximately 30. These are the girls who, because of their families' financial challenges, are most in danger of being pulled out of school early to help with chores or marry. These girls may also be excluded from fur-

thering their education because educating girls is still seen as unnecessary or extravagant.

2 **Enhance Graduation Rates:** Offer opportunities for career counseling, mentoring and experiential learning. In the early days of Friends of Guéoul, before smartphones and accessible internet, Judy imported our first desktop computers. Since 2015, Friends of Guéoul has provided laptops which travel to classrooms and back to storage every day. This will continue with 95 refurbished laptops to facilitate the development of computer skills, access to electronic courses, and connection with mentors and career coaches around the world.

3 **Invest in Education:** Supporting teachers benefits students, so Friends of Guéoul provides ESL classes and teacher training. Research suggests that increasing the number of female teachers can encourage girls to attend and remain in school.

4 **Expand Opportunities:** Increase post-secondary scholarships to support young women in career building. Because our program WORKS, we have graduates who are enrolled in college and professional training. Our support has included covering laptops and limited academic fees.

WE DID IT! 95 REFURBISHED LAPTOPS HEADED TO GUÉOUL!

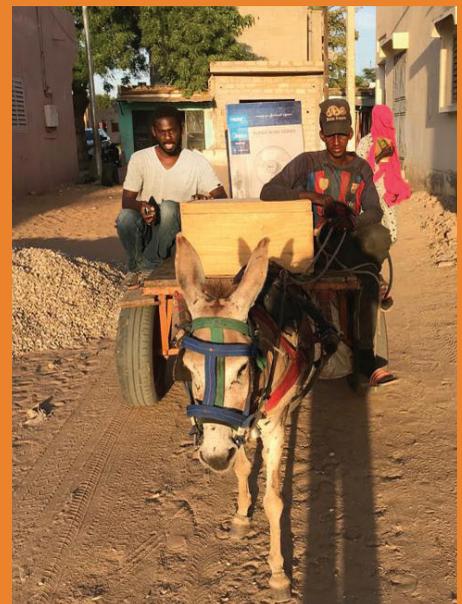
By Jude Biggs

Thanks to our supporters, Friends of Guéoul has raised enough money to purchase almost 100 laptops refurbished by the World Computer Exchange for our students this fall. The laptops replace 15+ year old computers donated by Xcel Energy that can no longer be updated and need constant repairs.

Even though the existing computers are old, they are so cherished that Friends of Guéoul hires a donkey cart driver to take the computers from the classroom each

day to a locked facility, and then to return them the next day. The new computers will be updatable, and loaded with current educational software and operating systems favored in Africa.

With better computer access, students will be able to follow their interests, pursue STEM coursework, computer skills, ESL training, mentoring programs and career counseling. In short, they'll have the ability to join the digital world and overcome poverty by gaining a world-class education.



FACES OF FRIENDS OF GUÉOUL

THANK YOU TO OUR STAKEHOLDERS

SENEGAL-BASED BOARD OF DIRECTORS

Bity N'Dir, President
Maguette Diop, Vice President
Kara Beye, Treasurer
Ndeye Codou Sarr, Secretary
Amadou Bachir Diop,
Mayoral Office Representative
Ibrahima Gueye,
Board Member US and Senegal

US BOARD OF DIRECTORS

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Leah Bruce, Secretary
Janet Dickson, Board Member
Ibrahima Gueye,
Board Member US and Senegal
John Montaña, Co-founder, Co-treasurer
Niki Richardson, Board member
Amanda McCracken, Board member
Paul Ndione, Board Member

STAFF (SENEGAL & US)

Makhfou Diop, Field Director
Issa Lo, Administration and Finance
Mor Talla Gueye, NoosClub Coordinator
Nogaye Diop, IT Teacher
Alioune Niang, IT teacher
Elke McGuire, Executive Director (US)

VOLUNTEERS

Jude Biggs, Senior Adviser
Coudou Gueye
Deb Hebblewhite
Ann Saunders, Co-treasurer



For a
Better
Tomorrow



LE FRENCH



FOUNDATION



WOMEN
POWERING
CHANGE

INSPIRE · CONNECT · ACT



KENDRA SCOTT

Shine Bright, Do Good



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WORLD COMPUTER
EXCHANGE

Technology + Education = Potential

AND YOU!

HOW CAN YOU HELP?
HOW CAN YOU GET INVOLVED?

EASY!

DONATE

Use the QR code
or visit our website!

\$25,000 for all
scholarships for a year
(14 per grade x 12 grades!)

\$2,100 for one class

\$150 for a girl for a year

VOLUNTEER

Help with special
events/committees

Join our Board

Host a happy-hour
at your home

Grant Writing

Special Programs in Guéoul



FRIENDS OF GUÉOUL, INC.
P.O. Box 6801
DENVER, COLORADO 80206
WWW.GUEOUL.ORG
INFO@GUEOUL.ORG
720-254-4049



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JÈRÈ JÈFF WAAY!
Thank you!



Candid.

