



THE
*Womani*ty
FOUNDATION



**THE
WOMANITY
FOUNDATION
NEWSLETTER**

OCTOBER 2015

This year, as the Womanity Foundation turns 10, we are launching two exciting projects: *Worth 100 Men* (Season 2), an animated Arabic fiction series on women's role in society; and the ICTforWomanity Network, a collaborative space for people and organizations using new media technologies for the promotion of women's rights and safety.

Womanity recently selected two new WomenChangeMakers' Fellows and an Associate Fellow in India, and we'll be announcing the new Brazil Fellows soon. This year also saw the start of work in three more girls' public high schools in Afghanistan, bringing the number of target schools to 12. **You can support 250 teachers for Afghanistan's girls here.**

These are exciting times of growth, but beyond expanding and doing more, at Womanity we keenly explore new ways, in collaboration with our partners, to effectively empower women and girls, and provide them with the capacity and space to drive progress for all.

Thus we rally our efforts to the momentum initiated by the recently agreed **Sustainable Development Goals**, which allow the world 15 years to fight extreme poverty, inequality and injustice and combat climate change; an aspirational and compelling challenge. While Global Goal number 5 aims to achieve gender equality and empower all women and girls by 2030, investing in girls and women and galvanizing support for gender equality will enable the achievement of all 17 Global Goals. When women and girls are involved in developing the solutions, we can accelerate the elimination of poverty and hunger, increase good health and well-being, and advance education. Not only that: by supporting gender equality we build communities where girls are proud to become women and contribute to positive change within their society.

Yann Borgstedt
Founder and President
The Womanity Foundation

CONTENTS

TURNING 10: HIGHLIGHTING A
DECADE OF THE WOMANITY
FOUNDATION **2-4**

FROM LITTLE MAIDS TO
EDUCATED GIRLS **5**

ICT FOR WOMEN'S SAFETY AND
EMPOWERMENT **5**

WOMANCHANGEMAKERS **5**

WORTH 100 MEN - ANIMATIONS
FOR SOCIAL CHANGE **6**

WELCOMING THE FRIENDS OF
WOMANITY USA **6**

DONATE TO OUR LATEST
CAMPAIGN **7**

Would you consider making a pledge for Womanity's 10th anniversary? You can pledge **expertise, actions or funds** to create a brighter future for women and girls. Email us info@womanity.org or tweet your personal pledge using [@pledgeyourwomanity](https://twitter.com/pledgeyourwomanity) and we will add it to our upcoming pledge wall.



2005

TURNING 10: HIGHLIGHTING A DECADE OF THE WOMANITY FOUNDATION

2005

The Smiling Children Foundation (SCF) is founded by Yann Borgstedt, a Franco-Swiss entrepreneur who, alongside his successful professional career, decides to give back to society and embarks on his philanthropic journey.

The first projects that SCF focuses on are in Morocco and include a program combating girls' slave labor as little maids. During their first year of collaboration, the Institution Nationale de Solidarité avec les Femmes en Détresse (INSAF)

and SCF rescue and rehabilitate 35 little maids from domestic labor.

2007

SCF expands its work to Kabul, Afghanistan in the Al-Fatah School for Girls with the collaboration of Cherie Blair and the British Foreign Office. The aim of the project is to advance girls' education and ensure girls attend school until graduation and acquire an education that will lead to professional opportunities.



2007



2008

Three new programs are born: **Teenagers Leading Change** to coach Arab-Israeli school girls to be more self-assured and confident in leading their personal and professional lives; a **scholarship program**, implemented with the Women's Studies Center which supports young, talented Palestinian women from underprivileged families in their academic and professional careers; and a program lead by Solfem in Morocco under which single mothers are trained to run small shops so as to improve their socio-economic autonomy and status.

2009

Radio Nisaa, the first commercial women's radio station in the Middle East, co-founded by

Womanity, is launched on the web and later on FM, from Ramallah (West Bank).

2010

sees the appointment of Antonella Notari Vischer as Director.

2011

The **WomenChangeMakers Fellowship program** of the Womanity Foundation is launched in Brazil, then in India. It extends professional and technical expert support to social entrepreneurs working for women's empowerment in view of the growth and expansion of their work. Alice Freitas, founder of **Rede Asta** in Brazil, becomes the first WomenChangeMakers Fellow.





2012

The SCF is renamed the Womanity Foundation to reflect its mission in favor of girls and women's empowerment.

2014

The Arabic radio fiction series *Be 100 Ragl* (*Worth 100 Men*) is aired by 10 radio stations in 9 countries. The aim of *Worth 100 Men* is to break down gender barriers by putting women's and societal issues on the table through the life of Noha, a strong, ambitious Egyptian journalist who defies the obstacles women face on a daily basis.

The **Womanity Award for the Prevention of Violence Against Women** is launched, the world's first award to support the scaling up through replication of innovative approaches that prevent

gender-based violence. The first Womanity Awardees are **Promundo** and **ABAAD** who work to engage boys and men in ending violence against women.

2015

2015 marks the 10th anniversary of the Womanity Foundation.

In 10 years, the foundation grew from a couple of volunteers working with Yann Borgstedt, the founder and chairman, to a world-wide team of professionals, and supported by a highly experienced board.

At present, Womanity has programs running across India, Brazil, Afghanistan, the Middle East and North Africa



FROM LITTLE MAIDS TO EDUCATED GIRLS

In Morocco, little maids are girls under the age of 15 from poor, rural communities who are sent to work in urban households, against a payment made to their family, who also see this as a way to lessen the financial burden of raising them in their homes. The children become bonded and are often subject to abuse by their employer. In 2009, our partner in Morocco, INSAF, estimated that between 60,000 and 80,000 girls aged 7 to 14 were employed as maids in Morocco. Since 2005, Womanity has supported INSAF to **eradicate girls' labor** by returning little maids to their families and communities, enrolling them in an educational or vocational training program, and sensitizing communities at risk.

By 2014, a total of 218 former little maids received support after having been taken out of domestic labor and 45 little maids received medical treatment after rescue. These young girls were re-integrated into their families and enrolled into school. [Read the final report here.](#)

ICT FOR WOMEN'S SAFETY AND EMPOWERMENT

In August 2015 the nominations closed for entrants to be considered for the **Womanity Award for the Prevention of Violence Against Women**. In 2016, the Womanity Award team will be supporting an Innovation Partner and a Scale-Up Partner harnessing ICT (information and communication technologies) and new media, to prevent violence against women.

Womanity has selected 20 organizations to go through to the next stages. These organizations are based in the USA, Canada, Brazil, India, Egypt, South Africa, Serbia, Germany and the UK. Innovations include gaming, e-health, education, geo tracking, urban design, tech literacy, data collection and storytelling.

What Next?

The full proposals will be submitted by the end of October and three pairs of finalists will be chosen in January 2016. The final selection and celebration of the award will take place the spring of 2016. Womanity will also launch the first ICTforWomanity network bringing together actors in the ICT and women's empowerment space.

NEW WOMENCHANGEMAKERS

This September Womanity and collaborators selected the third generation of **WomenChangeMakers** Fellows in India and Brazil. Fellows are social entrepreneurs who run organizations which push the boundaries in favor of women and girls' empowerment. This year's candidates demonstrated an incredible level of innovation, engagement and passion on the projects they run. We are therefore proud to announce and present to you our new Fellows:

In India, two Fellows and their organization were selected.

- **Ajaita Shah**, Founder of Frontier Markets
- **Bijal Brahmbhatt**, of Mahila Housing SEWA Trust

Ruchira Gupta, Founder of Apne Aap Women Worldwide will be a WomenChangeMakers Associate.

To know more about this exciting new intake of Fellows [click here](#).

Stay tuned for more information on the Brazil Fellows by connecting with us on social media.

WORTH 100 MEN - ANIMATIONS FOR SOCIAL CHANGE

The popular radio fiction, *Worth 100 Men*, enacts, in a compelling and entertaining story line, situations and challenges that women face on a daily basis in many Arab societies. The story follows Noha - played by the famous actress Mona Zaki - an ambitious and strong journalist who has to challenge prejudice and oppression often encountered by women such as domestic violence and sexual harassment. In 2014 the series was highly acclaimed and well received across 9 countries by millions of listeners. The second season will be in the form of an animation. Producers (**Lapis Communication**) conducted a poll for listeners to identify the topics of the new series and launched a script contest to build a collective regional storyline on the role of women in Arab societies. The series will be released throughout 2016.



WELCOMING THE FRIENDS OF WOMANITY USA

This summer, the Womanity Foundation came together with members of the business and philanthropic community in the USA to form the Friends of Womanity USA.

This community of committed individuals will support our collaborations stateside and help to further improve the impact of Womanity and its partners' work across the world. You can read more about the new **Friends of Womanity USA here.**

HELP TRAIN 250 TEACHERS FOR AFGHANISTAN'S GIRLS



62 million girls are out of school. Yet girls' education is a key contributor to poverty alleviation and empowered communities. In Afghanistan the Womanity Foundation invests in girls' education - and you can too! Support our campaign with Chime for Change (a Gucci program) and Global Giving to provide **250 much needed trained teachers to help girls in Afghanistan** to become educated, to aspire and to prosper well beyond the classroom. Please donate and share, and support educational change-makers in Afghanistan.

CONTACT

THE WOMANITY FOUNDATION
51/55 ROUTE DES JEUNES
1227 CAROUGE
SWITZERLAND
TEL : +41 22 544 39 60

INFO@WOMANITY.ORG
WWW.WOMANITY.ORG

CONNECT WITH US

-  [forwomanity](#)
-  [the.womanity.foundation](#)
-  [forwomanity.tumblr.com](#)
-  [womanityFoundation](#)
-  [the.womanity.foundation](#)

CREDITS

PHOTOS :
HELEN COOPER
MARC THORENS
FARZANA WAHIDY
DANIEL HITZIG
PROMUNDO
REDE NAMI

DESIGN & LAYOUT :
SALYA HOWALD-DEOJA

