



Cover and inside cover: images from the Womanity Foundation's programs in Afghanistan, Brazil, and Morocco.

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“We see meaningful collaboration, taking mitigated risks, and a learning approach as the key to creating lasting change for women and girls. Without strong partnerships and clear goals for those partnerships, we simply could not have had the positive impact that we did in 2014.”

A MESSAGE FROM THE WOMANITY FOUNDATION

Dear partners, supporters, and friends,

The year 2014 marked a very important time for the Womanity Foundation. It was a time for considerable growth and scaling in our programs, and a key year for consolidating our learning in order to begin Womanity's second decade in 2015.

In Afghanistan, we were encouraged to find that, despite the many challenges of providing girls' education in state-run schools, girls were learning more, for longer, and with more enthusiasm. The results surpassed our expectations for 2014 and will provide a springboard to quality education for more girls in the coming years.

During the year under review, the incubation of two projects has yielded remarkable results: Womanity Awardees Promundo and Abaad are adapting and replicating a program to engage boys and men in preventing gender-based violence in Lebanon, using learning from the Balkans and other countries; and the role of women in society was successfully brought to the heart of public debate through the Arabic radio fiction series *Worth 100 Men*, launched in 2014 and broadcast in Morocco, Syria, Egypt, Jordan, the Palestinian Territories, Yemen, Iraq, Bahrain, and Saudi Arabia, which was widely featured across social media, cultural centers, and regional women's organizations.

Similarly, Radio Nisaa, the Middle East's first women-run commercial radio station, goes from strength to strength. In 2014 Radio Nisaa began planning for multi-media regionalization. This will be a challenging expansion, but its success will see the voices of women mainstreamed in media across the Middle East.

The Womanity Foundation now works with a total of six WomenChangeMakers Fellows, who are leading pioneering social enterprises to improve the lives of women and girls in India and Brazil. Additionally in 2014, we welcomed three Honorary WomenChangeMakers Fellows in Brazil, who will enhance the learning and action of the network in support of gender equality.

2015 marks the 10th anniversary of Womanity's work empowering women and girls to accelerate progress within their communities. At Womanity, we commit to remaining an organization that learns, that is willing to be challenged, and that innovates, collaborates, and creates lasting positive impact where we work.

Your commitment has helped Womanity to achieve the outcomes outlined in this report, and for this I extend my sincere gratitude.



Yann Borgstedt
Founder and President - **The Womanity Foundation**



WOMANITY
AT A GLANCE

MOROCCO
ERADICATING CHILD LABOR

BRAZIL
WOMENCHANGEMAKERS



LEBANON
ENGAGING MEN AND BOYS
IN ENDING VIOLENCE
AGAINST WOMEN

INDIA
WOMENCHANGEMAKERS

AFGHANISTAN
ADVANCING GIRLS' EDUCATION
AND VOCATIONAL SKILLS

PALESTINIAN TERRITORIES
RADIO NISAA
UNIVERSITY SCHOLARSHIPS

PALESTINIAN TERRITORIES
EGYPT - YEMEN - MOROCCO
SAUDI ARABIA - JORDAN
IRAQ - BAHRAIN - SYRIA
ARABIC RADIO FICTION

WOMANITY AT A GLANCE

OUR VISION AND MISSION

The Womanity Foundation's vision is of a world where all women and men have equal and full social, economic, and political participation.

We undertake to empower girls and women to shape their future and accelerate progress within their communities.

OUR AIMS

PROTECT women's and girls' physical and psychological welfare.

EDUCATE by supporting girls' and women's access to quality education and vocational training.

GIVE VOICE to women in the media to influence society, politics, and governance institutions.

ECONOMICALLY EMPOWER to create employment, revenue generation, and professional career opportunities for women.

OUR THEORY OF CHANGE

We focus on **innovation**, efficacy, potential for growth or replication to generate lasting, positive changes to women's and girls' roles in society.

We do this by identifying local needs, designing inventive programs that meet those needs, and by collaborating with our entrepreneurial partners to implement and scale up programs that have a real impact on the lives of disadvantaged women and girls.

The Womanity Foundation is not a grant-making organization.



WOMANITY ACHIEVEMENTS IN 2014



EDUCATION

23,003 children in 12 schools across Afghanistan accessed a quality education

1,411 trainees attended teacher training to ensure a better-quality education for girls (and boys) in Afghanistan

Over 4,500 groups of volunteers are working as agents of change in their communities, encouraging girls' enrollment and school reform in India



PROTECTION

3,830 at-risk children have been sensitized to the dangers of child domestic labor

1,000 teenagers have been trained in graffiti art which articulates messages of gender equality across their communities



GIVING VOICE

Listeners to Radio Nisaa now make up **9% of the audience** share in the Palestinian Territories

10 radio stations in 9 countries broadcast the pioneering Arabic radio fiction series *Worth 100 Men* to millions of listeners



ECONOMIC EMPOWERMENT

100 women in Brazil were selected, by WomenChangeMakers partner Mulher em Construção, for training to become professional construction workers

9 social entrepreneurs and their teams are being supported, and their impact enhanced, by the Womanity Foundation and its professional partners

For every \$1 invested, \$2.7 is leveraged by the WomenChangeMakers program, to support women entrepreneurs and their organizations. An estimated **\$534,000 of pro-bono expertise** has strengthened women's empowerment in India and Brazil

Over 7,500 women artisans in India and 812 in Brazil were supported by WomenChangeMakers Fellows



PROGRAM 1

PROTECTING WOMEN AND GIRLS

The UN estimates that one woman in three have experienced physical or sexual violence,* and about 120 million girls have been forced into sexual acts at some point in their lives. At Womanity we see the prevention of violence toward, and the safety of, women and girls as paramount to their empowerment.

This is why the Womanity Foundation has crafted collaborations that tackle the problems of labor exploitation of girls in Morocco, and challenges gender-based violence around the world.

2014 saw great strides being made in these collaborations. In June, Womanity announced the first two winners of the Womanity Award: Promundo, headquartered in Brazil and the USA; and Abaad in Lebanon. Both will be supported and encouraged to adapt and replicate an evidence-based model for positively engaging boys and men in the prevention of violence against women and the promotion of gender equality.

The Womanity Foundation also entered the final year of its long-standing partnership with Institution Nationale de Solidarité avec les Femmes en Détresse (INSAF) in Morocco, who work with child domestic laborers, helping them to realize their right to their family and to an education. In doing so, Womanity and INSAF help girls to escape the cycle of exploitation and abuse, and give them the opportunity to take control of their future.

In early 2014, the pioneering graffiti artist Panmela Castro embarked on a three-year Womanity Foundation WomenChangeMakers Fellowship that will support her organization Rede Nami to use urban arts to promote women's rights and the prevention of violence.

* Source WHO: <http://www.who.int/mediacentre/factsheets/fs239/en>

WOMANITY AWARD



GLOBAL

The Womanity Award for the Prevention of Violence Against Women was developed in 2013 and presented in 2014 as the only international award fostering collaboration between actors working innovatively and effectively to end gender-based violence. The Award benefits two partner organizations: an Innovation Partner, for whom the Award is an opportunity to further develop its innovative, successful approach and increase its reach; and a Scale-Up Partner, who will receive support adapting, replicating, and scaling up the model in its local setting.

In 2014, the two recipients of the first ever Womanity Award were Promundo (Innovation Partner, based in Brazil/USA) and Abaad (Scale-Up Partner, based in Lebanon). The award will support the adaptation and implementation of “Program H,” an evidence-based program engaging groups of men and boys to prevent gender-based violence, and foster positive and equitable gender norms in Lebanon and throughout the Middle-East and North Africa.

www.promundoglobal.org

www.abaadmena.org



ACHIEVEMENTS

The Womanity Award was launched online and at the Global Summit to End Sexual Violence in Armed Conflict, hosted by the UK government and Ms Angelina Jolie Pitt in London in June 2014, with a panel of experts presenting the work of the awardees to a large audience.

The Award winners developed a three-year action plan to interpret, adapt, and implement “Program H” in the Lebanese context, and needs were assessed to identify areas of support required to meet their goal. As part of this process the awardees conducted a needs assessment for the communication strategy required to promote “Program H” to ensure the message of the importance of men’s engagement in ending violence against women is widespread across Lebanon and the Middle East and North Africa.

Abaad and Promundo reviewed all “Program H” materials, and initiated the adaptation of the curriculum for trainers and youth leaders for the Lebanese context.

IMPACT

The first learning meeting was held in Belgrade, Serbia in October 2014, where Abaad could meet with former participants of “Program H” in the Western Balkans. The short trip also allowed the awardees to understand best practice and the challenges faced by those with experience of adapting and replicating “Program H.”

In December, Womanity co-hosted an event with JP Morgan and Giving Women in Geneva, which enabled Promundo to access new potential partners and grow its professional network.

As part of the 16 Days of Activism to End Violence Against Women in 2014, Womanity supported Abaad’s major nationwide campaign focusing on state accountability to end gender-based violence in Lebanon. The campaign was endorsed by the Lebanese President and stimulated national debates on the subject, while sensitizing communities to the issues of gender-based violence, and encouraging women and men to refer cases of gender-based violence to Abaad.

LEARNING

Laying the foundation for a successful collaboration requires time – including for face-to-face exchanges, trust, and flexibility from all partners. It also calls for a clear assignment of responsibilities; delegation of decision-making power to those involved in the process; open-minded, broad consultations; and intense efforts in sharing information and knowledge. In this respect, we found the multi-partite learning meeting to be a very valuable investment for the basis of a fruitful collaboration.



COST OF
WOMANITY AWARD
IN 2014

CHF 210'359

The Trafigura Foundation is
a valued partner and co-funder
of the Womanity Award program

ERADICATING CHILD LABOR



MOROCCO

In 2005, the Womanity Foundation (then The Smiling Children Foundation), embarked on its flagship program to eradicate girls' slavery in Morocco. In partnership with Moroccan organization Institution Nationale de Solidarité avec les Femmes en Détresse (INSAF), we set out to stop the trade in girls as "little maids" from two rural provinces to the urban centers of Morocco.

While Moroccan laws prohibit forced labor of minors, and the UN Convention on the Rights of the Child states that the best place for a child is with its family, still poverty, lack of education, and the promise of opportunity lure families of young rural girls to send them to urban, middle class households to work as domestic staff. This practice results in a generation of girls without formal education, exploited, and often abused.

The Womanity Foundation sought to support the community-based work of INSAF in facilitating the return home and schooling of little maids, raising awareness of the risks of domestic work for young girls amongst parents and local communities, and lobbying provincial, regional, and national authorities to adopt a more stringent and effective legal framework to protect children from exploitation.



COST OF ERADICATING
CHILD LABOR IN 2014

CHF 20'000

ACHIEVEMENTS

In Chichaoua province, 1,191 children have been sensitized to the risks of domestic labor. Additionally 1,012 parents were educated about the harm that may come of sending their children to work in urban homes.

In Kelaa des Sraghna, 2,639 children and 2,024 parents have been sensitized to the risks of domestic labor away from the family.

In Chichaoua, 126 girls, and in Kelaa des Sraghna, 63 girls remain safe at home and in school, after being returned home from life as a little maid.

127 children were provided with extra-curricular education classes in Chichaoua, while 66 girls in Chichaoua, and 47 in Kelaa des Sraghna, took part in tutoring classes, in order to help the girls reintegrate into the school system or achieve a minimum level of literacy, numeracy, and other life skills, after a prolonged period without schooling.

IMPACT

Of the 189 former little maids supported with a scholarship and tutoring classes, 161 passed the academic year in 2014.

During 2014, INSAF carried out several advocacy actions to increase the working age for domestic workers from 16 to 18 years in Moroccan law. Despite challenges, decision-makers in Morocco are taking this request seriously.

Womanity's desire to collaborate in order to support the development of a system-changing model, and build capacity, has been fully realized in its partnership with INSAF, who has made significant strides to develop, grow, and strengthen its program to improve the protection and education of underprivileged girls in Morocco.

LEARNING

Working with INSAF on addressing the issue of little maids has provided Womanity with invaluable learning about the complexities of changing deeply ingrained cultural practices structured around the inferior roles attributed to girls and women, and driven by poverty. Although the program has a life-changing impact on its individual beneficiaries, the systemic change can only be achieved with strong policies, rigorous law enforcement, and a radical shift in the perception of women's role in society. INSAF has built alliances and credibility that ideally positions itself to steer the process of societal change in favor of girls' and women's advancement.

WOMENCHANGEMAKERS: REALIZING WOMEN'S RIGHTS THROUGH ART



BRAZIL

WomenChangeMakers is an innovative social entrepreneurship program launched in Brazil in 2011. In 2014, a new WomenChangeMakers Fellow, Panmela Castro, and her organization Rede Nami, embarked on its' a three-year holistic Fellowship.

Brazil experiences some of the highest rates of violence against women in the world, despite laws and policies in place to protect them. Following her personal experiences of gender-based violence, Panmela began to use her art to sensitize others to the need to respect men and women equally, and to instigate systemic change.

Rede Nami is a network that uses urban art as a promotional tool for women's rights, and promotes women leaders in urban cultures. Through the WomenChangeMakers Fellowship, Panmela will consolidate and grow her work to train women in creating socially conscious graffiti art across Brazil, and to sensitize young people, through the use of street art, to issues of gender equality and gender-based violence.

www.redenami.com





ACHIEVEMENTS

Womanity helped to showcase Panmela's artwork to a new audience during the 2014 FIFA World Cup. Her work was recognized by famous Brazilian footballer Pelé during the Hublot World Cup event in Rio de Janeiro in July 2014.

Rede Nami trained 1,000 teenagers in using socially conscious urban art to allow them to articulate messages of gender equality across their communities through graffiti.

Rede Nami exhibited the artwork created during the training and reached 50 further women with a graffiti workshop.



IMPACT

Through the WomenChangeMakers' network, the Ford Foundation approved USD 100,000 to fund a project called "Afrografiteiras," where Rede Nami will train and support 30 young black women to express and promote women's empowerment through graffiti art.

Previously some schools for girls did not have enough rooms to accommodate their growing student populations, so classrooms were held under tents. We are pleased to announce that during the 2014 winter, Womanity helped build additional teaching rooms providing a roof above all students in the school.





PROGRAM 2

ADVANCING EDUCATION AND VOCATIONAL TRAINING

At the Womanity Foundation we understand that the classroom has a key role to play in the empowerment of women and girls. Girls' education is proven to help young people make independent decisions that affect their own future, enabling them to become engaged in social, political, and economic spheres as adults.

In 2007, the Womanity Foundation began working in Afghanistan, piloting a program in one of the country's largest girls' schools. Since then, the program has grown to help 12 schools, allowing over 23,000 girls (and boys) to access a quality education, and 1,411 teachers and administrative staff to improve their professional competences.

The successful model has enabled Womanity to understand both the barriers to girls enrolling and staying in school, as well as to improving their learning. By providing solutions that allow girls to become enrolled, often for the first time, and enhancing the quality and enjoyment of teaching, Womanity is scaling up a model that is seeing more and more girls graduate from high school and with greater knowledge and skills.

In the Palestinian Territories, Womanity has continued in 2014 to support the university education of underprivileged young women. We hope this support enables them to overcome social and economic barriers in order to realize their potential.

In India, through the WomenChangeMakers Fellowships, Womanity works with Fellow Safeena Husain and her organization Educate Girls, to help more girls in the worst gender gap districts of India realize their right to education.

Hanna, a student in grade 12 in Al Fatah School, attended our accounting classes, part of the pilot vocational trainings introduced in 2014. Her mother told us:

“ Hanna was hired by AIB Bank and also enrolled into the Afghan American University law faculty, after having successfully passed the national entry exam to University. ”

ADVANCING GIRLS' EDUCATION



AFGHANISTAN

In Afghanistan, the fall of the Taliban regime brought with it an increased enrollment in school for girls. However, equity in education is still a big challenge for the country. The lack of qualified female teachers within schools not only provides an inadequate education, but in the absence of professional female role models, creates a cycle of underachievement and under-confidence, which leads to fewer girls striving for academic excellence.

As the world develops more and more innovative methods to learn using information and communication technologies and interactive digital teaching, Afghanistan's girls' schools are struggling to keep up with the contemporary learning environment due to the lack of connectivity, digital skills, and knowledge. This also lowers students' chances to access jobs in a modern workplace.

As girls reach secondary school the dropout rate increases due to cultural norms such as early marriage, and inadequate infrastructure. Many schools in Afghanistan do not have washing or sanitary facilities and thus girls are reluctant to attend school, especially during menstruation. Poor sanitary and hygiene education and facilities also contribute to school days lost due to sickness.



THE INNOVATION MODEL

In 2011, the Womanity Foundation developed *School In a Box*: a five-pronged approach to innovatively tackle some of Afghanistan's girls' education challenges. The program has evolved and developed throughout its implementation to cover five key activities:

- 1. Improving teaching skills** and expertise for (mostly) female teachers and school management staff; so far, over 800 teachers and 120 staff have been trained.
- 2. Improving hygiene behavior**, in addition to supplying training on first aid and disaster preparedness, thus keeping teachers, staff, and girls healthy, and reducing absenteeism, as well as impacting positively on the wider community.
- 3. Tutoring girls to prepare for the national entry exam to university** and offering vocational training to girls in 12th grade in accounting and other job-oriented disciplines.
- 4. Engaging the school community** and its environment through the establishment and coaching of Parent Teacher Associations and Student Councils, to devise joint solutions for increased enrollment and retention, and improved academic performance, leading to social and economic progress. In addition, training teachers in the target schools to mentor individual girls and their families to help overcome obstacles to attend and do well in school.
- 5. Improving school facilities** including playgrounds, water and sanitation facilities, libraries, computer and science labs, gymnasiums and sports equipment, which provide an environment more conducive to learning.

ACHIEVEMENTS

23,003 girls (and boys) in 12 girls' schools have been supported in their education up to grade 12 (approx. 18 years of age).

1,411 teachers and administration staff have been trained through 84 training modules in teaching skills and subject-specific learning.

All schools received a program of hygiene education to keep girls healthy and reduce absenteeism.

Investment into infrastructure such as science and computer labs; libraries; hygiene, sanitation, and sports facilities; and the supply of clean water, were an important addition to the 12 schools.

The Afghanistan Libre counselor (mandated by Womanity) trained 36 teachers to become school counselors, and 2,467 students, teachers, and parents were counseled in issues related to girls attending school.

63% of the students who were provided exam coaching prior to taking the national university entry examination in 2014, passed the exam. In the first year of *School in a Box*, the pass rate was 23%.

A pilot vocational training scheme in accounting, along with career coaching, was offered to 43 students in their final year to help them to apply for jobs.

In November 2014, Womanity was honored to be the first non-governmental organization to be invited to meet with the new First Lady Rula Ghani, a major advocate for girls' education in Afghanistan.

IMPACT

The improvements in teaching and learning environment led to 44% of all students across the 12 schools scoring over 70% in their end of year exams; this ratio was 20% in 2013 and 7.3% in 2011.

The net enrollment increased by 8.7% from 2013 to 2014 across the 12 schools enrolled in the program, reaching a total of 23,003 students.

The number of long-term absentees decreased by 18.2% in grades 8 to 12, and by 10.3% across all grades, between 2013 and 2014. This means that the total number of long-term absentees decreased from 4,572 to 4,102.

Counselors and teachers reported an increase in students' wellbeing, stronger family support for girls to go to school, and a reduction in absenteeism.

LEARNING

Delivering quality education to an increasing number of girls up to the end of secondary school is rooted in a solid community engagement, namely via active and supportive Parent Teacher Associations (PTAs) and Student Councils, who ensure that the pupils, teachers, school management, and parents engage in overcoming obstacles to girls' schooling; that they have ownership of the education of the girls in their community; and see sustainable benefits.



**COST OF
ADVANCING GIRLS
EDUCATION
IN 2014**

CHF 531'199

The UBS Optimus Foundation
and Vitol Foundation are valuable
co-funders of the program



WOMENCHANGEMAKERS: EDUCATING GIRLS



INDIA

Education in India has seen huge shifts in recent years, yet the disparities across state lines can be great. Across India, 66% of girls are in secondary education, 47% of girls under 18 are married, and 1 in 30 has given birth.

WomenChangeMakers began its program in India in 2012. The social enterprise environment and the progress required for women's empowerment in India provided the right ecosystem to launch the Fellowship.

The first Indian Fellow selected was Safeena Husain. Her organization, Educate Girls, tackles the root causes of the lack of girls' education in the worst gender gap districts in Rajasthan. Educate Girls' comprehensive model is reforming girls' education in government schools and mobilizing communities to take a stand against gender disparity. Working directly with governments, schools, parents, village leaders, and community volunteers (called "Team Balika"), Educate Girls ensures equal access to quality education.

www.educategirls.in



ACHIEVEMENTS

WomenChangeMakers supported its Fellow Safeena Husain's Educate Girls in its engagement with APCO Worldwide, a communication resource agency. The partnership helped to strategize approaches for government partnerships which would further the organization's work reaching more underprivileged girls.

WomenChangeMakers Fellow Safeena Husain won the esteemed WISE Award (an initiative of the Qatar Foundation) and the 2014 Stars Foundation Education Impact Award, and was honored by HRH The Prince of Wales with a recognition by the British Asia Trust.

In 2014, Educate Girls launched a pilot for the world's first Pay-by-Results (PbR) program* in education and in India, connections with the investors were facilitated by the Womanity Foundation.

*The premise of PbR is that full or partial funding is tied to achieving pre-determined outcomes. PbR is an innovation that could pave the way for more strategic philanthropy and greater accountability in the social sector. By tying investment to outcomes rather than activities, PbR provides NGOs with the flexibility to experiment and improve their program.

IMPACT

The number of beneficiaries reached through the Educate Girls program has grown from approximately 567,000 to 1.1million as of December 2014, bringing over 80,000 girls back to school. 4,500+ groups of volunteers known as "Team Balika," are working as agents of change in their communities, encouraging girls' enrollment and school reform.



Further information on the WomenChangeMakers Fellowships is available on page 32, *Focus on WomenChangeMakers*.

UNIVERSITY SCHOLARSHIPS FOR UNDERPRIVILEGED WOMEN



PALESTINIAN TERRITORIES

The Womanity Foundation and its partner Women Studies Centre (WSC) have worked together since 2009 to provide university scholarships to promising young women whose socio-economic situation means a university education would ordinarily be closed to them.

ACHIEVEMENTS

During 2014, three students were supported in their higher education at Al Quds Open University, the American University of Jenin, and Al-Najah University in the Palestinian Territories. In 2015 the three students will graduate from their courses.

A total of 17 young women have graduated since the beginning of the scheme and almost all received marks of 70% or over.

IMPACT

Out of the young women who have graduated, some have already entered the workplace and are involved in careers such as teaching, pharmacy, non-governmental organizations and private sector roles, or the civil service. Others have progressed to additional higher education.

LEARNING

While scholarship programs for promising young women are an effective way to help them prepare for a professional career and leadership roles in society, Womanity has found that it is not the best way by which it can add value, as it provides little scope to shape systemic change. We will accompany the remaining students to their graduation and then discontinue our support to the WSC scholarship program.

COST OF UNIVERSITY
SCHOLARSHIPS IN 2014

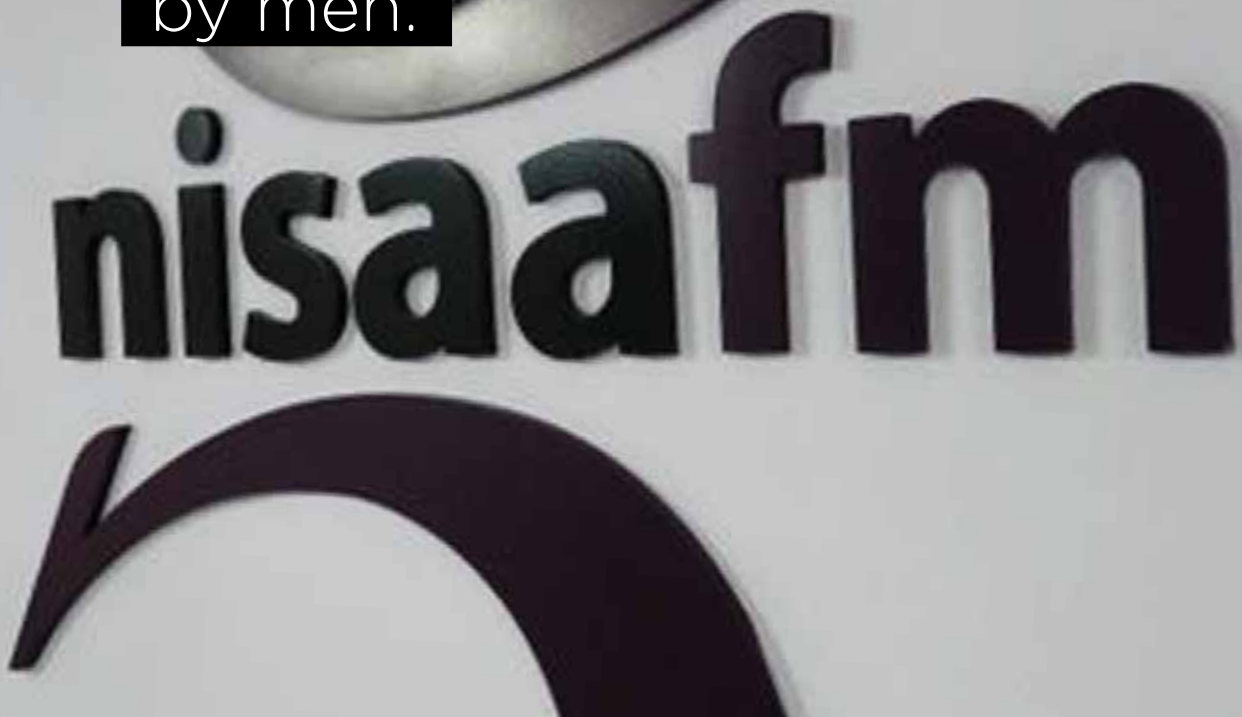
CHF 8'016

RADIO NISAA

Jeremy Timmins,

Independent Assessor of Radio Nisaa, and former BBC journalist

“[Radio] Nisaa is successfully treading a fine line between campaigning and raising awareness through open debate. While it prioritizes women’s issues and is presented almost exclusively by progressive women, it does not alienate men. Its management and presentation bring a perspective and balance to its output that is not achieved by the other stations, which are dominated by men.”





PROGRAM 3

GIVING WOMEN AND GIRLS A VOICE

In the Middle East and North Africa (MENA), Womanity collaborates with the media to produce and disseminate impactful, dynamic programming that tackles everyday issues of gender inequality, profiles women's achievements, and creates job opportunities for women in a largely male-led environment.

In 2010, Womanity supported the launch of Radio Nisaa – the first women-run commercial radio station in the MENA region – on FM in the Palestinian Territories and world-wide from www.radionisaa.ps. Just a few years on, the results are remarkable. The station now enjoys 9% of the country's listenership and has marginally more male listeners than female. Radio Nisaa also acts as a good working example of creating employment and training opportunities for women in the media.

In 2013, Womanity produced a radio fiction series, *Worth 100 Men*, in which the role and rights of women in Arabic societies is the main theme. Mona Zaki, a hugely popular actress in the Arabic-speaking world, plays the lead role, and the theme tune performed by Arab star Nancy Ajram. The series was broadcast in nine countries in the Middle East in 2014, including the Palestinian Territories (via Radio Nisaa) Egypt, Yemen, Morocco, and Saudi Arabia.

www.radionisaa.ps

<http://b100ragl.com>



RADIO NISAA



PALESTINIAN TERRITORIES

Radio Nisaa connects, informs, inspires, and empowers Palestinian audiences through its thought-provoking programs, and provides employment and training opportunities to women interested in having a meaningful role in the media. It caters for hundreds of thousands of male and female listeners across generations, social status, and geographic locations, by broadcasting daily programs of news, social affairs, and entertainment. The aim of the station is to showcase the positive impact that women can have by participating in the media and in society as a whole.

The station currently broadcasts online, and on FM in the Palestinian Territories, and has engaged in an ambitious regional expansion plan.

ACHIEVEMENTS

Radio Nisaa expanded its programming with the addition of two weekend shows, resulting in three main daily shows, three weekday news bulletins, and two weekend programs. Radio programs included promotion of the Tawasool centers (centers for women's empowerment and protection); support for female entrepreneurs and showcasing of successful case studies; discussion of family law and how it affects women; features shedding light on the issue of honor killing; and interviews with role models from all sections of society.

Station staff trained 48 village council representatives on how to address the media and interviewed half of them for Nisaa broadcasts. Nisaa also trained two reporters from Jerusalem.

Radio Nisaa broadcast the Arabic radio fiction series *Worth 100 Men* and facilitated discussions with audience members and experts on issues that the radio fiction covered.

Radio Nisaa intensively covered the last conflict on Gaza (five reports per day) focusing on how the conflict was affecting women.

With the financial support of Deutsche Welle, the radio station conducted a study in cooperation with Arab World Research and Development (AWRAD) on the role of women in Palestinian media, and facilitated several workshops with journalists and civil society representatives on the role of women and gender stereotypes in the media.

Radio Nisaa and the radio fiction *Worth 100 Men* were featured on two BBC programs for the work they are doing to highlight issues of women's empowerment in media programming.

Maysoun Odeh Gangat, Radio Nisaa's Managing Director, was selected to participate in Ashoka's Globalizer program on media and information technology, together with Womanity, to develop a regional scaling strategy with the help of expert advice. The program culminated in a high-level meeting with media professionals and business consultants, co-hosted by Deutsche Welle and Ashoka in Germany in June 2014.



IMPACT

The station now broadcasts to hundreds of thousands of listeners in the Palestinian Territories, and accounts for 9% of the radio listening public. Radio Nisaa substantially improved its social media presence with over 43,000 followers on Facebook.

Radio Nisaa is largely recognized as an interlocutor on women's empowerment in the Palestinian Territories and beyond. As a consequence, many large international organizations seek cooperation for programs on women's empowerment and the promotion of female role models (for example, Deutsche Welle, USAID-Rule of Law, the German cooperation (GIZ), Italian Cooperation, British and American Consulates, UNESCO).

A team of experienced media consultants and former BBC journalists were mandated to help Radio Nisaa and Womanity develop the model for the regional extension, now called Nisaa Network. This regionalization will entail wider broadcasting of Radio Nisaa and other content, sharing learning about increasing the voice of women in the media, and creating management structures that encourage women to enter radio as a profession.

LEARNING

Maysoun Odeh Gangat and Womanity started Radio Nisaa in the Palestinian Territories with the vision to develop a model of women-run mainstream media, which prominently features successful, active women, and then to expand its reach regionally. It has taken five years to consolidate the model, and we are now ready to replicate and scale up with a focus on regional collaborations and web-based multimedia productions.

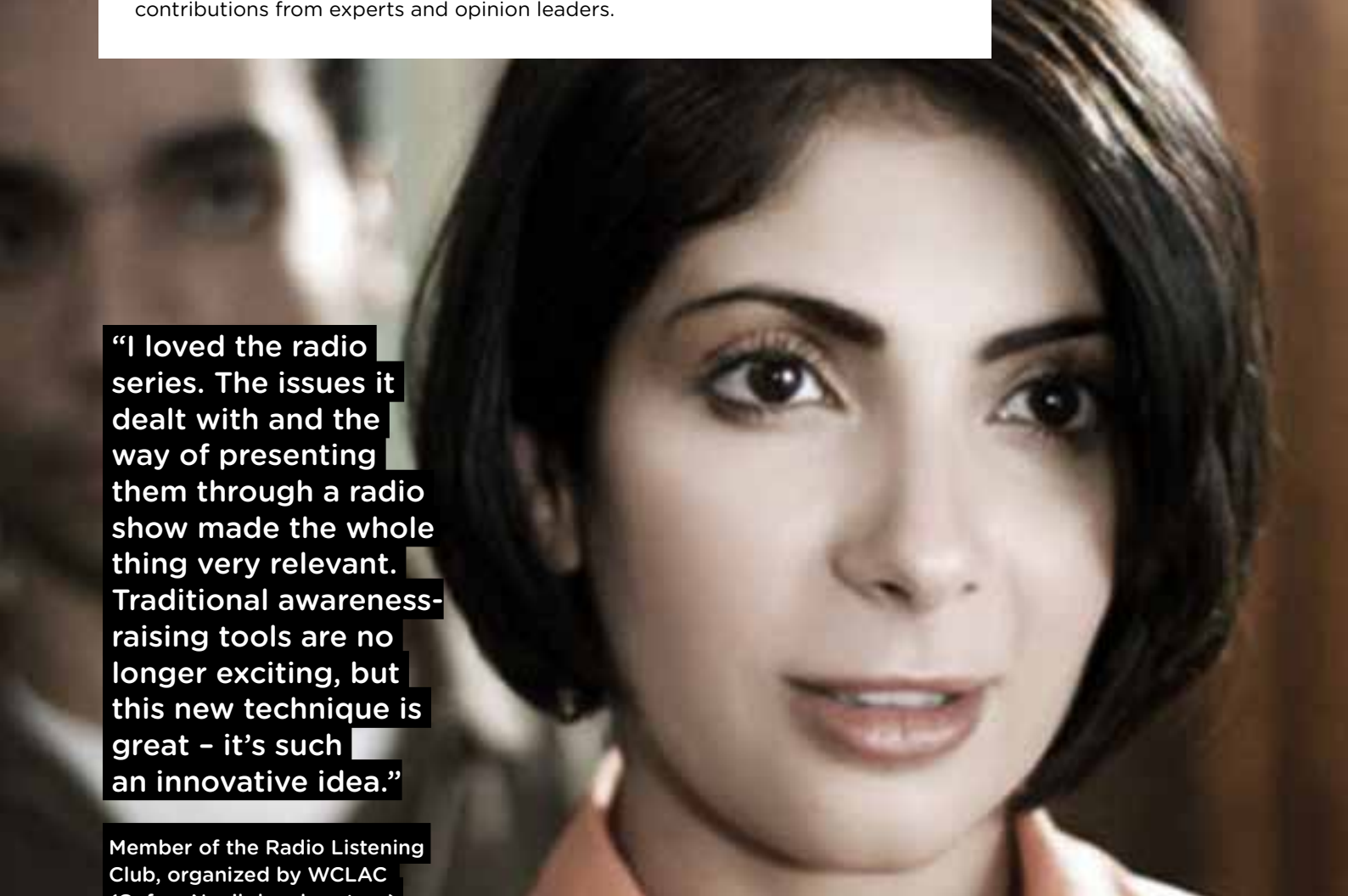
ARABIC RADIO FICTION SERIES



MIDDLE EAST AND NORTH AFRICA

In 2014, Womanity launched the radio fiction series *Worth 100 Men*, aimed at sparking debates about women's rights and roles in society across the Middle East and North Africa. The series follows the story of Noha, an intrepid young radio journalist, who confronts gender discrimination in the workforce, family, and social sphere. The series covers the subjugation of women in divorce; domestic violence and sexual harassment; women's access to education and professional careers; the status of single women in traditional society; and healthy romantic relationships. Noha is played by leading actress Mona Zaki, and the exclusive theme tune for the show is performed by the popular singer Nancy Ajram. Together they have helped to attract a large following for the show, both on mainstream radio stations and social media.

In an effort to encourage audiences to contribute their own experiences and opinions, generate constructive exchanges on the sensitive topics raised by the series, and favorably shift attitudes and – possibly – behaviors, the broadcasting of the series is generally followed by radio debates and public events, involving authoritative women's rights representatives. Local women's organizations held community-based group discussions with the support and training of Oxfam Novib. Moreover, virtual conversations are taking place on social media with contributions from experts and opinion leaders.



"I loved the radio series. The issues it dealt with and the way of presenting them through a radio show made the whole thing very relevant. Traditional awareness-raising tools are no longer exciting, but this new technique is great – it's such an innovative idea."

Member of the Radio Listening Club, organized by WCLAC (Oxfam Novib local partner)



ACHIEVEMENTS

As part of its program Pop Cultures With a Purpose, Oxfam Novib organized a workshop on edutainment strategies, and monitoring and evaluation techniques for media productions, to enable its local partners to perform these activities. The aim being to organize listening groups and debates to assess the impact of *Worth 100 Men*.

The series was launched in March 2014 in the Palestinian Territories and Egypt and broadcast between March and September in Syria, Iraq, the Palestinian Territories, Egypt, Saudi Arabia, Bahrain, Yemen, Jordan, and Morocco. In some countries, where political upheaval increased, the broadcast was delayed but still went ahead as planned.

Radio Nisaa in the Palestinian Territories, Radio Yemen Times in Yemen, and Radio Aswat in Morocco all broadcast talk shows discussing the main topics of *Worth 100 Men*.

Womanity, in partnership with SMPL Media, organized ten public events and debates in Egypt and Jordan, attended by over 480 participants.

Worth 100 Men was showcased at a side event of the Convention on the Status of Women, organized by program partner Oxfam Novib, and in two BBC programs.

The broadcast of the fiction series has harnessed a much broader network of media, civil society, cultural centers, and individuals than at first anticipated, providing Womanity with a well-nourished foundation with which to expand this work in the future.

IMPACT

Millions of men and women listened to the radio series, and the program attracted nearly 140,000 followers to social media sites where debate and commentary took place.

The radio stations that broadcast the radio fiction graded the project 7.4/10 for its capacity to discuss in an innovative and effective way, the role of women in Arab societies.

Based on samples, the evaluation conducted by Oxfam Novib and its local partners (WCLAC in particular), showed that negative attitudes to women and to issues affecting women were significantly reduced after listening to the show.

LEARNING

The broadcast of *Worth 100 Men* gave Womanity the opportunity to learn about the complexities of distributing media productions for women's empowerment. A key learning for a further project involves finding an appropriate call to action in order to affect real change and measure impact.



COST OF PROMOTING
THE VOICE OF WOMEN
IN 2014

CHF 204'148

FOCUS ON WOMENCHANGEMAKERS:


WomenChangeMakers is a unique Fellowship, which identifies, supports, and connects social entrepreneurs, addressing women's socioeconomic empowerment in Brazil and India.

The WCM model was inspired by Ashoka's worldwide experience in driving inclusive progress through social entrepreneurs. The Fellowship is a well-rounded, fully integrated strengthening support for the organizations of selected social entrepreneurs whose social business model is highly replicable or scalable, and which can have great impact.

The WomenChangeMakers program aims to scale-up the reach, scope, and impact of social enterprises by offering Fellows a three-year support package, which includes:

- **Bespoke professional, technical, and structural support;**
- **Opportunities to collaborate** and form strategic partnerships outside of the Fellows' current networks;
- **A lifelong membership** to the WomenChangeMakers network of social change stakeholders.

The first Fellowship was awarded in 2011 to Alice Freitas of Rede Asta in Brazil, and the second in 2012 to Safeena Husain, Founder & Executive Director of Educate Girls, who became the first WomenChangeMakers Fellow in India. In 2013, the Fellowship expanded, bringing on board four new Fellows: Neelam Chibber of Industree Foundation and Chandra Shekhar Ghosh of Bandhan Konnagar in India, and Panmela Castro of Rede Nami and Maria Beatriz Kern of Mulher em Construção in Brazil

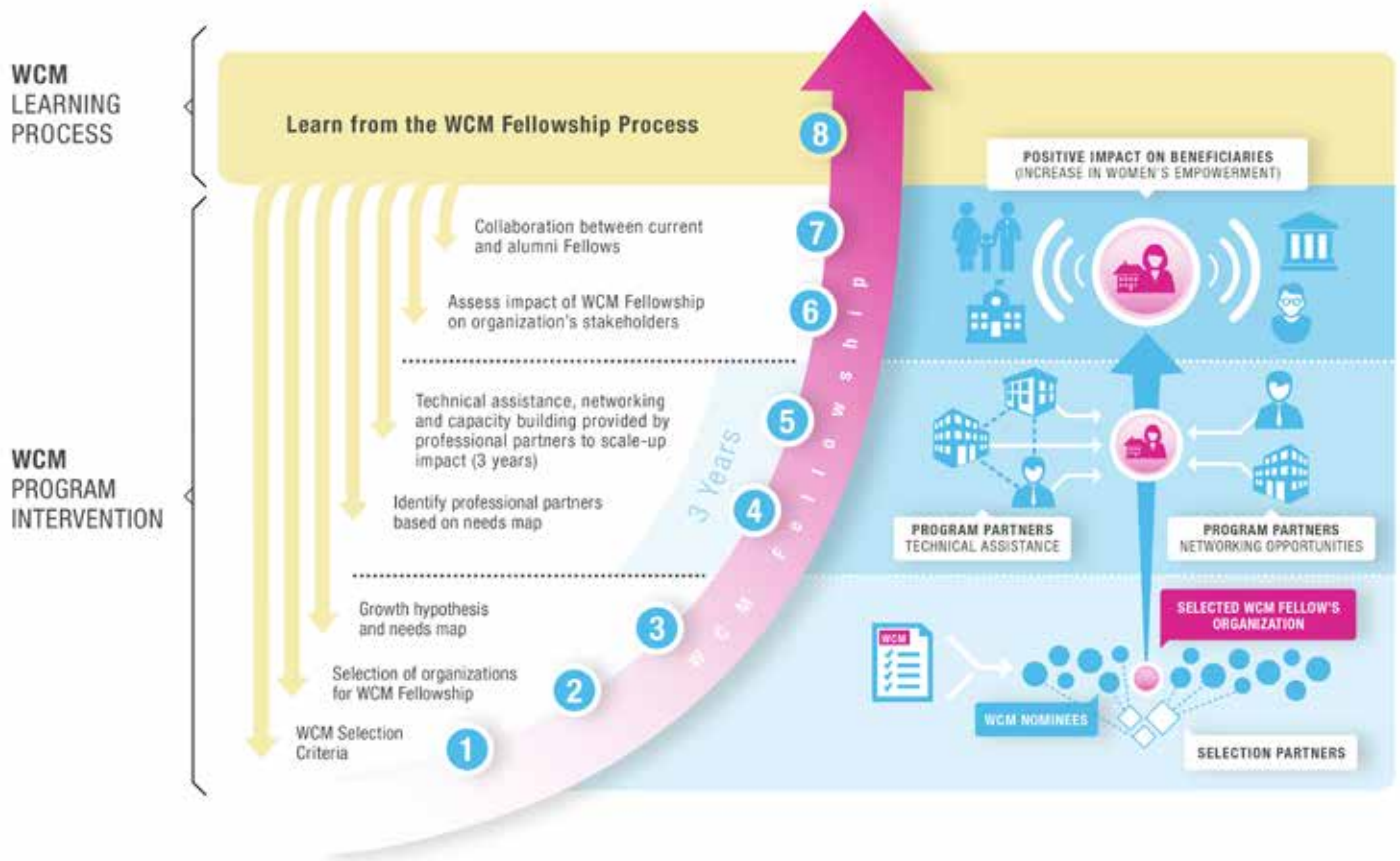


Value of professional support provided: \$658'000
Value of Pro-bono support: \$534'000
Total value of levered support: \$2.7 for each \$1 invested

COST OF
WOMENCHANGEMAKERS
IN 2014

CHF 151'932

THE WOMENCHANGEMAKERS FELLOWSHIP SUPPORT MODEL



OUR HOLISTIC APPROACH

WomenChangeMakers brings together professional partners and Fellows to strengthen six key business areas where required. In doing so the Fellows and their organizations can scale up their innovations for women's empowerment.



Business Management



ICT



Human Resources



Communications



Legal



Monitoring

The Trafigura Foundation is a valued partner and co-funder of the Womanity Award program



PROGRAM 4

ECONOMIC EMPOWERMENT

WOMENCHANGEMAKERS: IMPROVING LIVELIHOODS FOR WOMEN

WomenChangeMakers has been working with social entrepreneurs in Brazil since 2011 with its first Fellow, Alice Freitas. Her organization, Rede Asta, reduces social inequality by connecting fair trade, micro-production artisanal groups to retail markets, thus stimulating profit and development in their communities.

In the same year, Maria Beatriz Kern of Mulher em Construção began her WomenChangeMakers Fellowship. This organization works to support and train women to enter the booming construction industry and contribute to Brazil's economic growth, while gaining their own professional and economic security. The social enterprise aims to train 5,000 women a year and indirectly benefit 105,000 women through its pioneering work.

Neelam Chibber of Industree Foundation was also selected as a WomenChangeMakers India Fellow in early 2013. Neelam co-founded the for-profit Industree Crafts Private Limited (ICPL) in 1994, which was set up as a social business to improve market access for the artisans, where the profits generated are ploughed back into production and the skilling of artisans. The non-profit arm, Industree Foundation (IF), is concerned with the organization's work with rural producers, capacity building, design interventions, as well as technical assistance in producer-based enterprise development.

www.redeasta.com.br

www.mulheremconstrucao.org.br

www.industree.org.in



ACHIEVEMENTS

Rede Asta opened a new store in Ipanema, a very promising prime location, which is helping Rede Asta to build its brand and reputation in the city, and to reach a wider customer base.

Francesca Versace offered an exclusive design for a line of new products made by Rede Asta artisans, which boosted media coverage and brand value, as well as sales.

In September 2014, Ernst & Young was engaged by the Fellowship to increase Industree Foundation's financial sustainability. This engagement spreads over three phases: a baseline assessment of Industree's financial sustainability and compliance to regulations; developing a viable financial strategy and funding model; and building a sustainability pipeline.

IMPACT

- Through the work of Rede Asta, the program has helped to engage 812 craftswomen in 60 production groups in six states with a retail market and a livelihood. Income grew by 68,000B BRL / USD 22,100 in 2014.
- Mulher em Construção had a project approved by the Brazil Foundation to train 100 women in construction work in Rio Grande do Sul, following an introduction by Womanity.
- The Industree Foundation has trained 100 artisans in West Bengal state, with a view not just to build capacity, but also build a sustainable market system for them to operate from within.

Further information on the WomenChangeMakers Fellowships is available on page 32, *Focus on WomenChangeMakers*.



WOMENCHANGEMAKERS: FINANCING FOR WOMEN'S EMPOWERMENT

In early 2013, Chandra Shekhar Ghosh, founder of Bandhan Konnagar, became a WomenChangeMakers Fellow in India. Chandra founded Bandhan Konnagar to lend muscle to women's financial advancement through community-based programs targeted at education, health, and livelihoods. He also founded the country's biggest microfinance programme. Bandhan strives to achieve poverty alleviation and women's empowerment by integrating microfinance with development.



www.bandhan.org

ACHIEVEMENTS

PEOCIT Technologies have extended their support to the Fellowship as its Information Technologies partner. Their latest partnership engagement involves support to Chandra Shekhar Ghosh's organization, Bandhan Konnagar. The collaboration aims to build a comprehensive Management Information System (MIS) to fully digitalize all of Bandhan Konnagar's manually managed data gathering and analysis.

IMPACT

Bandhan Konnagar, through its Targeting Hardcore Poor Program, has been serving 5,880 additional beneficiaries since the last half of 2014, raising its cumulative beneficiary number to 25,547 poor and marginalized families. This program focuses exclusively on livelihood generation for destitute and ultra poor women, whose benefits are reaped by the whole family. Additionally, Bandhan Konnagar, through its Market Linkage program "Bandhan Creations," has enabled 996 artisans, of whom the majority are women, to attain a sustainable livelihood.

Further information on the WomenChangeMakers Fellowships is available on page 32, *Focus on WomenChangeMakers*.





WOMANITY EVENTS

THE BIENNIAL WOMANITY GALA GENEVA

January 2014 saw the biennial fundraising gala in Geneva grow to become bigger and better than ever before. Over 1,000 guests raised the roof and contributed over CHF 2 million for women and girls around the world. The first of the beautiful exclusive “Womanity” special edition watches by Hublot were auctioned in the presence of Jean-Claude Biver of Hublot. Additional auction items included a spectacular vintage Rolls Royce customized by Jean Claude Jitrois; a unique FIAT 500 designed by Francesca Versace for the occasion; a SMART car decorated by Philippe Pasqua; works of contemporary art, including a piece by Douglas Gordon donated by Gagosian; a dazzling portrait of Brigitte Bardot painted live by Michael Raivard; a sculpture of the Duo Main Tenant by Eleanor Cardozo; lush vacations and unique experiences; and many other original priceless items.

HUMAN RIGHTS FILM FESTIVAL AND FORUM 2014 GENEVA

For International Women’s Day, Womanity joined forces with the highly regarded Human Rights Film Festival and Forum in Geneva to showcase sport as a means to fight for women’s and girls’ rights. The event included the screening of a Norwegian-directed film about female boxers and a panel discussion with prominent women experts, and attracted a large number of participants.

WOMANITY LADIES’ LUNCH DUBAI

In February 2014, Womanity gathered together a group of businesswomen in Dubai dedicated to gender equality and empowering women for social good, to debate the issues of women’s advancement and the role of women in the media. Womanity’s president Yann Borgstedt and Radio Nisaa’s Maysoun Odeh Gangat attended the gathering and encouraged a lively and enlightening debate.

LUNCH WITH WOMANITY AFGHANISTAN GENEVA

In August 2014, Womanity's faithful Afghanistan Country Director joined our supporters for a discussion about the role that education is playing in the empowerment of Afghan girls. This was a rare opportunity for Womanity supporters and collaborators to gain an insight into this challenging program in the context of a complex and diverse country.

LUNCH EVENT ON MEN AND MASCULINITIES FOR GENDER EQUALITY GENEVA

Womanity, with Giving Women and JP Morgan, hosted a lunch conversation with Dr Gary Barker, Founder and International Director of Womanity partner Promundo in December 2014. The event gathered around thirty business leaders and decision makers from various industries such as sport, media, banking, and luxury goods to discuss how to engage men to advance gender equality and end violence against women.



THE HUBLOT PARTY AT THE WORLD CUP RIO DE JANEIRO

In honour of the partnership between Hublot and the Womanity Foundation, Hublot offered an exceptional stage to Panmela Castro, WomenChangeMakers Fellow, well-known graffiti artist, Reda Nami founder, and active advocate for women's right in Brazil. In July, Hublot's culminating event celebrating the FIFA Brazil World Cup 2014 showcased the work of Panmela and was attended by celebrities such as Wycleff Jean and footballing legend Pelé.



MEET THE WOMANITY TEAM

WOMANITY BOARD OF DIRECTORS



Yann Borgstedt
Founder and President



Dr. Maximilian Martin
Board Member and Treasurer



Audrey Selian
Board Member



Arnaud Mourot
Board Member



Antonella Notari Vischer
Executive Director

Womanity
would like to thank
its volunteers,
interns, and collaborators
for their work
and dedication
throughout 2014.

WOMANITY STAFF



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Program Manager



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Ryna Sherazi
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Mohammad Zia Noori
Womanity Afghanistan Program Director



Hanif Virji
Womanity United Kingdom Representative



Christophe Berther
Accountant

OUR VALUED PARTNERS

MAIN OPERATIONAL PARTNERS

- Abaad
- Afghanistan Libre
- AlexHits
- Arab World Research and Development
- Ashoka
- Bandhan Konnagar
- Educate Girls
- Farah Al Naz
- Ford Foundation
- Industree Foundation
- Institution Nationale de Solidarité avec les Femmes en Détresse (INSAF)
- Mulher em Construção
- Nisaa Broadcasting Company
- Oxfam Novib
- Panorama FM
- Promundo
- Radio Al Aswat
- Radio Almahaba
- Radio SouriaLi
- Radio Yemen Times
- Rede Asta
- Rede Nami
- SMPL
- Sound of Sakia
- UNWomen
- Women's Studies Centre (WSC)
- 92.7 MEGA FM

MAIN PROFESSIONAL AND CORPORATE PARTNERS

- Accenture and Accenture Development Partnerships
- APCO Worldwide
- Atta Design
- Egon Zehnder International
- Ernst & Young
- Hublot
- JP Morgan
- Lex Mundi Pro Bono
- Mercuri Urval
- Peocit Technologies
- Strategy& (part of the PriceWaterhouseCooper group, formerly Booz & Co., India)
- The International Exchange
- Thomson Reuters Foundation
- Women Online
- Zigla Consultores

MAIN FUNDING PARTNERS

- Divesa Foundation (A Foundation of the Assura Group)
- Gertrud Hirzel Foundation
- Jylag Foundation
- Trafigura Foundation
- UBS Optimus Foundation
- Vitol Foundation

A heartfelt thank you to the numerous donors who faithfully support the work of the Womanity Foundation.



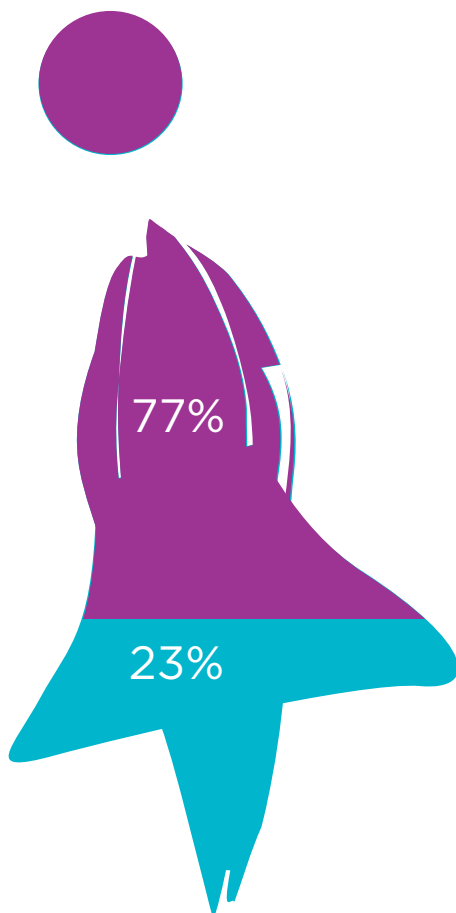
“When my ex-husband beat me, I didn’t see myself as a victim. For me, it was part of a woman’s destiny. We had to accept it. Over time, I learned that I had a choice, that women can be free and emancipated from the roles others impose on them.”

The Brazilian queen of graffiti Panmela Castro is the leader of a crew of female street artists associated with her social change organization, [Rede Nami Feminista](#), which was selected as beneficiary of the WomenChangeMakers Fellowship, led by the Womanity Foundation.

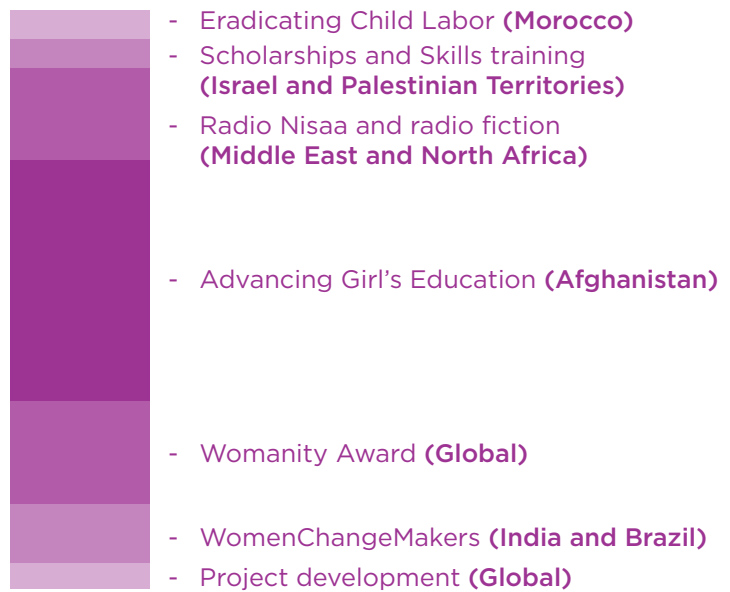
FINANCIAL REPORT 2014

EXPENDITURE

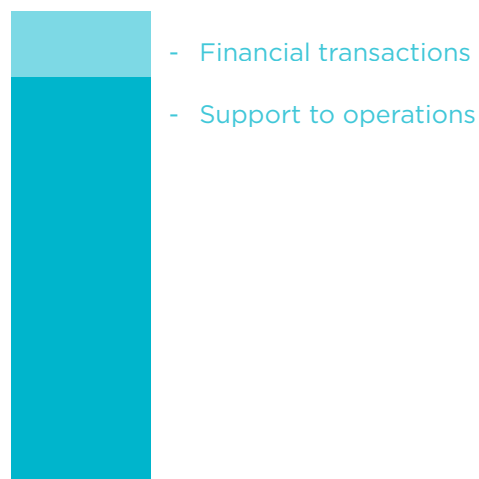
EXPENDITURE: CHF 1'501'148



PROJECTS: CHF 1'159'120



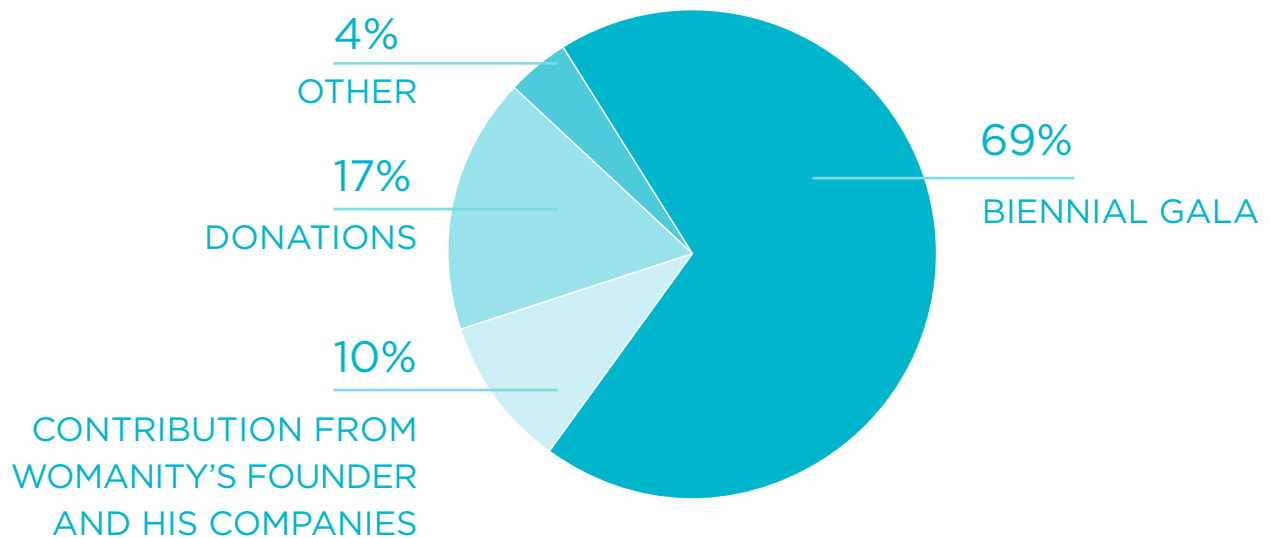
SUPPORT COSTS: CHF 342'028



FINANCIAL REPORT 2014

INCOME

REVENUES: CHF 2'868'092



The president of the Womanity Foundation covers the foundation's operational costs. This means that the contributions from supporters are directed to programs. All donations to Womanity are tax exempt in Switzerland, the UK, and the USA.

The Womanity Foundation is annually audited by KPMG, and follows all Swiss regulations.

GET INVOLVED

You can get involved with the Womanity Foundation's work by donating time, professional services, or funds to our project areas. The Foundation works with individuals and organizations who engage with our mission and activities, and will enhance our work with women and girls.

To donate by bank transfer, credit card, or cheque, please use the information below:
Online with credit card at www.womanity.org

Swiss bank payment:

The Womanity Foundation
account 337265-61
Crédit Suisse, 1211 Genève 70
Swift code: CRESCHZZ80A
IBAN : SFr. : CH93 0483 5033 7265 6100 0
EUR : CH32 0483 5033 7265 6200 1
USD : CH59 0483 5033 7265 6200 0
GBP : CH05 0483 5033 7265 6200 2
For any other currency,
please use the Swiss Francs reference

UK bank payment:

The Womanity Foundation
Barclays Bank plc
114 Fenchurch Street
London EC3P 3HY

Account: 03425002
Sort code: 20-31-52
IBAN: GB 29BARC20315203425002

by cheque:

Made payable
to the "Womanity Foundation."
Posted to:
The Womanity Foundation
51/55 Route des Jeunes
1227 Carouge
Switzerland

To donate from the US visit:

www.kbfus.org
click on Donate Now and select Womanity
Foundation before making the transaction.

To speak to us about becoming a corporate partner or about volunteering opportunities please contact us at info@womanity.org

For more information on how the Womanity Foundation works and its impact in the countries where it operates watch the video:

<http://bit.ly/166bUL6> or visit www.womanity.org

The Womanity Foundation is registered in:

- Switzerland: Registration number: Ch-660-1424005-8
- United Kingdom: Registration number: 1123656
- United States: Under the auspices of the King Baudouin Foundation a 501(c)(3) public charity Registration number: 58-2277856.

CREDITS

- **Photographs:** Bandhan Konnagar, Educate Girls, Daniel Hitzig, INSAF Industree Foundation, Aaron Kistner, MEC, Promundo, Rede Asta, Rede Nami, Marc Thorens, Farzana Wahidy
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