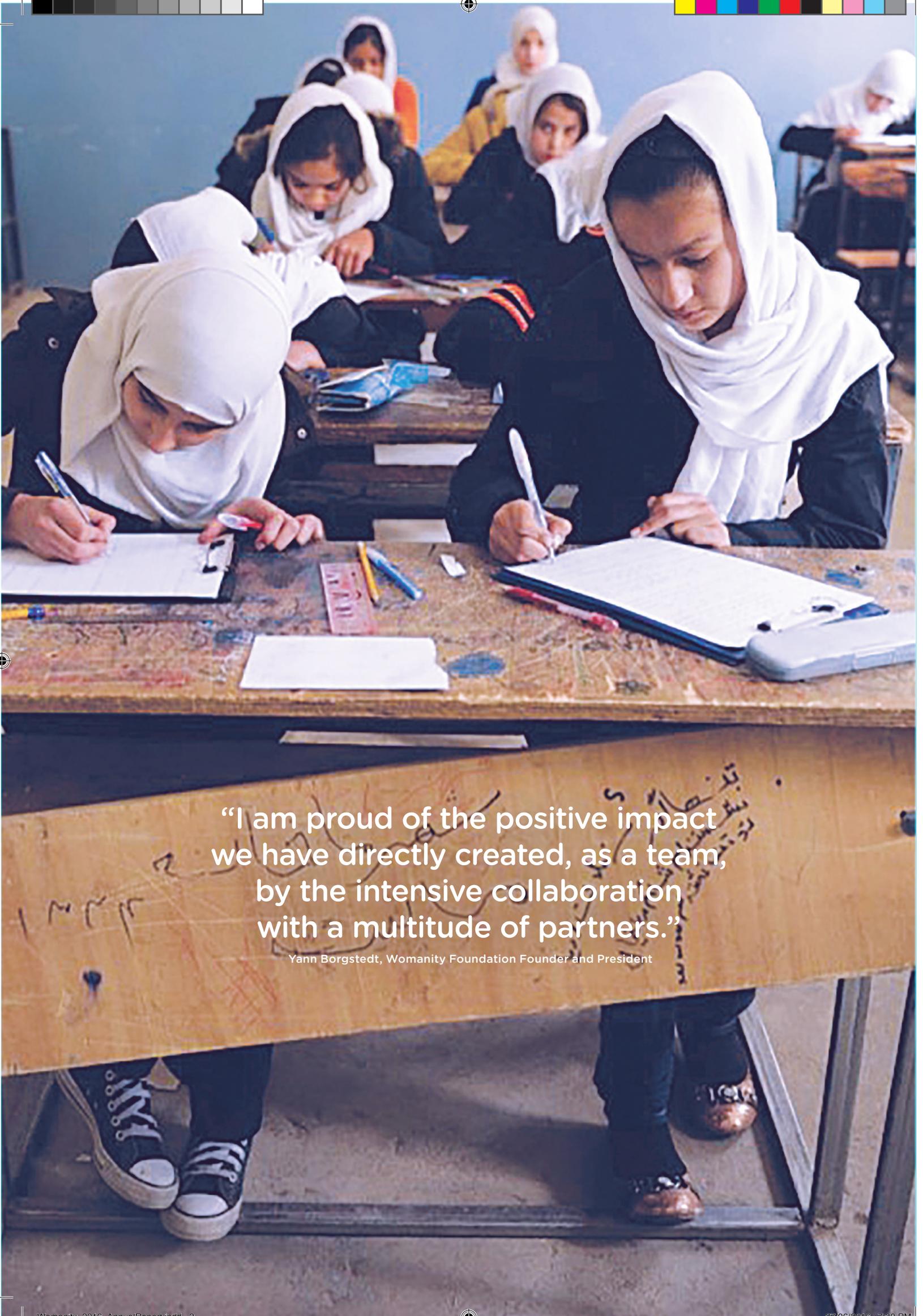




THE
Womanity
FOUNDATION

2015 Annual Report





“I am proud of the positive impact we have directly created, as a team, by the intensive collaboration with a multitude of partners.”

Yann Borgstedt, Womanity Foundation Founder and President





2015 Annual Report

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A Message from our President

Dear friends, partners and supporters,

The year 2015 marked the first decade of the Womanity Foundation. Started in 2005 as the Smiling Children Foundation, we saw considerable opportunities to combine entrepreneurial approaches with philanthropic endeavors in order to foster sustainable social change. As we progressed, we began to recognize the value of focusing our efforts specifically on the advancement of women and girls - the key investment to achieve a more equitable world, as demonstrated by extensive research in the field of social development.

With this strategic vision as a guide for our work, we have been exploring how Womanity can most effectively invest its resources, skills and know-how in innovations that will improve the safety and wellbeing of women and girls, help them realize their aspirations and ensure that they are able to play an active role in their societies.

Today, I am proud of the positive impact we have directly created as a team for hundreds of thousands of women and girls and their communities. Along the way, we have learned a lot and have been greatly enriched by the intensive collaboration with a multitude of partners. Building on this solid track record and a large network, we now confidently look at how we can further improve our operational approaches and accelerate positive change.

In the challenging environment of Afghanistan, we have once again seen considerable successes in the provision of education for girls that is both accessible and of a high quality. In 2016, we are launching two groundbreaking projects by teaching adolescent girls to code and to manage financial and other resources, with a view to enhancing their academic and professional perspectives.

The Womanity Award launched its second edition in 2015, this time scouting for innovators who use Information and Communication Technologies (ICTs) to prevent violence against women. At the beginning of 2016, we had four strong finalist pairs with the award subsequently





presented to one pair - an Innovation Partner and a Scale Up Partner - in May 2016.

Radio Nisaa, the Middle East's first women-run commercial radio station, saw its audience awareness in 2015 soar to 15% of the listening public, with over 300,000 regular listeners - twice that of two years ago. The regional expansion of the Nisaa model, Nisaa Network, a multi-media platform with powerful and inspiring content on women's role in society, is well under way, with advisory guidance from representatives of the Ford Foundation, Bank El Etihad, Deutsche Welle Academy, and others, and partnerships with three media outlets in the region to date. Meanwhile, *Be 100 Ragl*, the first season of a Womanity-led Arabic edutainment production, successfully aired in 9 countries across the Middle East and North Africa and engaged large audiences on radio stations and social media in conversations around women's role in society. A sequel in the form of an animated fiction is presently in production.

In India and Brazil the Womanity Foundation now works with a total of eight WomenChangeMakers Fellows, an Associate Fellow and two Alumni (whose three-year Fellowship is complete), who are leading pioneering social enterprises to improve lives of women and girls. In these complex and volatile times, Womanity

aims to evolve with agility, by exploring innovations, taking calculated risks and collaborating with pioneers and visionaries, in order to empower women and girls around the world to achieve their potential and claim their rightful place in society, for everyone's benefit.

From the height we have reached after 10 years of experience, we feel equipped and fully motivated to move ahead towards the next important milestones that will see both the consolidation and expansion of our strategic approaches. We value nothing more than the genuine interest and generous support that you have demonstrated to us so far and invite you, our friends and contributors, to pursue the journey alongside us.

Yann Borgstedt
 Founder and President
 The Womanity Foundation

“In these complex and volatile times, Womanity aims to evolve with agility, by exploring innovations, taking calculated risks and collaborating with pioneers and visionaries, in order to empower women and girls around the world to achieve their potential and claim their rightful place in society, for everyone’s benefit.”





Womanity at a Glance

OUR VISION AND MISSION

The Womanity Foundation's vision is of a world where all women and men enjoy 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

Womanity has four strategic priorities:

EDUCATION - Support girls' and women's access to quality education and vocational training;

ECONOMIC EMPOWERMENT - Create employment, revenue generation and professional career opportunities for women;

GIVING VOICE - Promote avenues that give women a voice in society, politics and governance institutions; and

SAFETY AND WELLBEING - Safeguard women and girls' physical and psychological integrity.

OUR THEORY OF CHANGE

We focus on **innovation**, **efficacy**, and potential for growth or **replication**, and generate lasting, positive changes for women, girls, and their communities.

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.

For more information on Womanity's work visit: womanity.org/impact

The Womanity Foundation is not a grant-maker.





Ten Years of Impact 2005 - 2015



EDUCATION & TRAINING

33,000 children in 15 public girls' schools across Afghanistan accessed a quality education.

1,100 teachers and school staff received training to ensure a better-quality education for girls (and boys) at the school where they teach.

7,695 schools in India have been impacted through the work of Educate Girls, reaching a total of **1,111,068 girls in 4,500 villages**.



GIVING VOICE

Listeners to Radio Nisaa have doubled to over 300,000 from 2013 to 2015. Awareness of this groundbreaking broadcaster stands at **15% of the public** in the Palestinian Territories.

Over **1,000,000 listeners** have tuned in to the Arabic radio fiction series *Be 100 Ragl* (Worth 100 Men) on 10 radio stations across 9 countries. The show's social media following has soared to over **140,000 fans**.



ECONOMIC AND SOCIAL EMPOWERMENT

For every USD 1 invested over the past two years (2014 and 2015), USD 2.21 is levered by the WomenChangeMakers program, to support social entrepreneurs and their organizations.

An estimated USD 1,202,500 of professional expertise has been donated or discounted to strengthen women's empowerment in India and Brazil during that time.

5,011 hours of work have been provided by professional experts in support of WomenChangeMakers Fellows in Brazil and India in 2015 alone.

2,000 women artisans in India and 5,974 artisans and construction workers in Brazil have had their livelihoods and financial independence enhanced by WomenChangeMakers Fellows.

12 social entrepreneurs and their teams are being supported, and their impact boosted, by the Womanity Foundation and its professional partners, in fields as diverse as media, extreme poverty alleviation, professional capacity-building, girls' education, and employment opportunities for women.



SAFETY AND WELLBEING

As part of the MenEngage Lebanon Network, Womanity Awardee Abaad equipped **14 independent organizations** to implement, measure and evaluate programs engaging men and boys for gender equality, bringing that innovative approach to scale.

5,210 women have been trained by WomenChangeMakers Fellow Pamela Castro and her organization Rede Nami, in street art that challenges gender injustice.

4,048 girls have been protected from the risk of child labor.

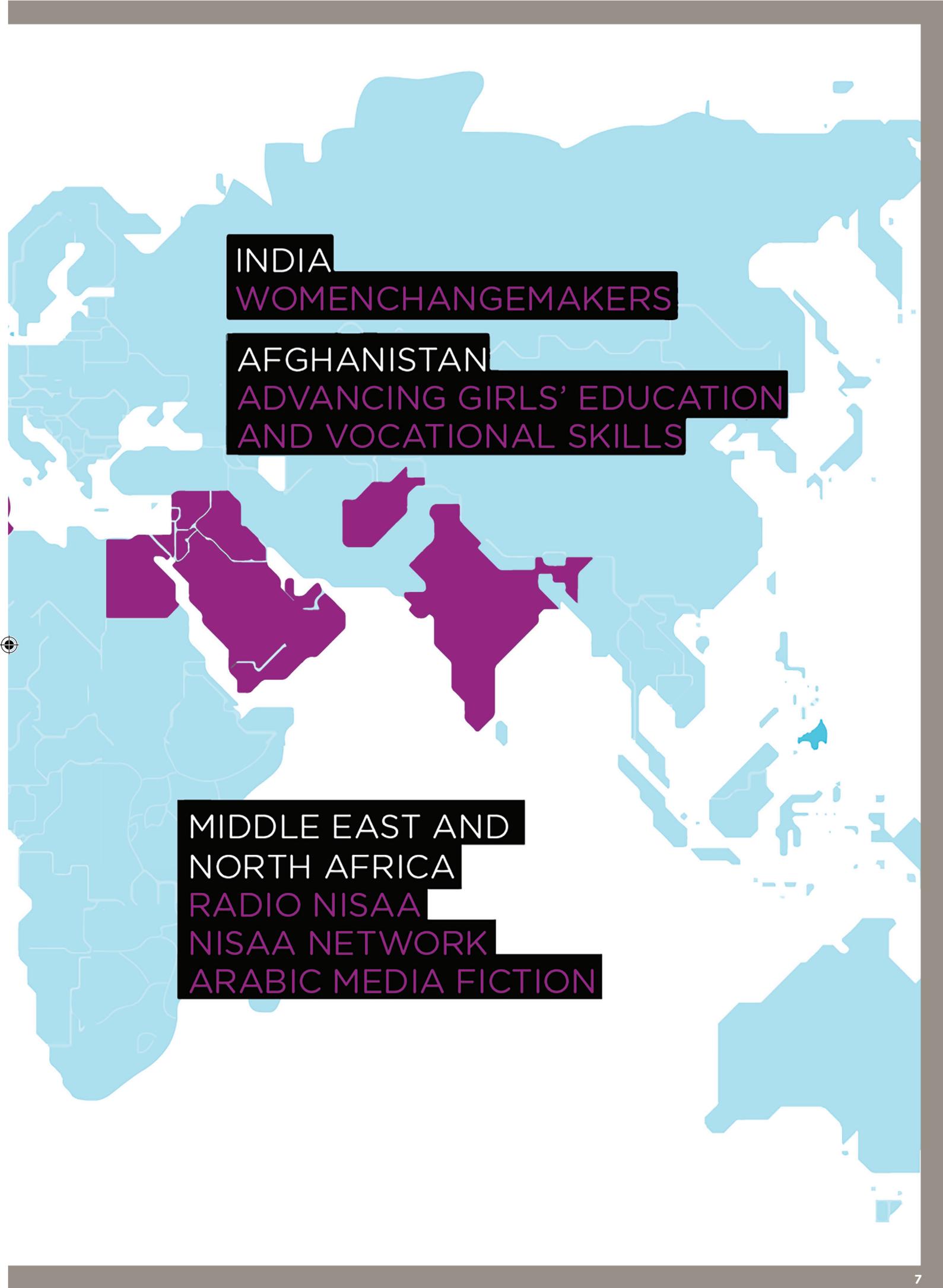


Womankind's Global Reach

LEBANON
ENGAGING MEN AND BOYS
IN ENDING VIOLENCE
AGAINST WOMEN

BRAZIL
WOMENCHANGEMAKERS





INDIA
WOMENCHANGEMAKERS

AFGHANISTAN
ADVANCING GIRLS' EDUCATION
AND VOCATIONAL SKILLS

MIDDLE EAST AND
NORTH AFRICA
RADIO NISAA
NISAA NETWORK
ARABIC MEDIA FICTION





ACTIVITIES

Women's Safety & Wellbeing

At Womanity we believe that the safety and wellbeing of women and girls underpins empowerment. When violence against women stops women can prosper and societies can flourish. In the UK alone it is estimated that the economy loses £15 billion annually as a result of gender-based violence¹.

This is why the Womanity Foundation is boosting partnerships that tackle the causes and effects of gender-based violence around the world. 2015 was a pivotal year for Womanity's collaborations that embrace the wellbeing and integrity of women. In April, Womanity launched a global selection process for the second edition of the Womanity Award the Prevention of Violence Against Women while the first edition winners - **Promundo** and **Abaad** - continued into year two of their fruitful collaboration under the auspices of the award, with particular attention on the cultural adaptation of *Program H* which positively engages boys and men in the prevention of violence against women.

8

In the second year of her WomenChangeMakers (WCM) Fellowship, the pioneering graffiti artist Pamela Castro and her organization **Rede Nami** continue to use street art to promote the rights of women and girls in Brazil, and harness good business-practices to create a sustainable model for the organization.

The year also saw the selection of two further WomenChangeMakers (WCM) Fellows tackling the issue of women's physical and psychological integrity. **Casa Angela's** Anke Riedel, is a health practitioner who works to reverse the excessive rate of maternal and perinatal mortality by humanizing child and maternal care for women, including the poorest, in Brazil, and successfully improving birth outcomes. In India Ruchira Gupta founded **Apne Aap**, which works on the front lines to end sexual slavery. Further information on their Fellowships can be found on page 15 and 16.

In the UK alone it is estimated that the economy loses £15 billion annually as a result of gender-based violence

¹ Violence Against Women and Girls Strategy 2016 - 2020, HM Government, UK.





ACTIVITIES
Women's Safety & Wellbeing

Womanity Award

GLOBAL

The Womanity Award for the Prevention of Violence Against Women was developed in 2013 as the only international award fostering collaboration between those working innovatively and effectively to end gender-based violence. The Award benefits two organizations: an Innovation Partner, for whom the Award is an opportunity to further develop its successful approach and increase its reach; and a Scale-Up Partner, who will adapt, replicate, and scale up the approach in its local setting.

2014 Edition

The two recipients of the first edition of the Womanity Award were Promundo (Innovation Partner, based in Brazil/USA) and Abaad (Scale-Up Partner, based in Lebanon). The award supports 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.

2015 Edition

In 2015, the second edition of the Award was launched to invest in initiatives harnessing Information and Communication Technologies (ICTs) to prevent violence against women. 47 nominations were received, and four finalist pairs selected in December 2015. The awardees will be announced in May 2016 in Paris, France.

Womanity also launched ICTforWomanity, a peer-to-peer network connecting existing Tech-for-Gender projects, creating global opportunities for activists and practitioners using technology to tackle violence against women.

#ICTforWomanity

www.promundoglobal.org

 @Promundo_US

www.abaadmena.org

 @AbaadMENA





ACTIVITIES

Women's Safety & Wellbeing

Achievements

In 2015, Abaad and Promundo adapted, contextualized and translated the *Program H Manual*; a toolkit containing **200 activities engaging men and boys to achieve gender equality**.

A pilot partnership was established with Well-Spring Community Learning Center in Beirut to prototype the **distribution of Program H within the educational system in Lebanon**.

Two residential capacity building seminars were conducted by Abaad to develop the **MenEngage Lebanon Network** (www.menengage.org). This network helps social organizations interested in engaging men and boys for gender equality, and is currently composed of **14 local and international organizations** in Lebanon.

Following a collaborative process, the MenEngage Lebanon Network is now equipped with a **three-year strategy** that tackles the rationale and best practices for how best to engage men and boys.

A successful selection process for the 2nd edition of the Womanity Award - harnessing ICT to prevent violence against women - yielded **47 nominations**, and a strong shortlist of **four pairs of Innovator/ Scale Up Partners** were selected.

Womanity collaborated with the London School of Economics in the UK to map the challenges and enabling factors experienced by organizations harnessing ICT to prevent violence against women, and provide assessments on each innovation's potential for scale and replication. This work will be completed in 2016.

Cost of Womanity

Award in 2015:

CHF 180,234.





ACTIVITIES

Women's Safety & Wellbeing

Impact

As part of Abaad's outreach and scaling of *Program H* Abaad has conducted more than 50 awareness sessions, and staff have delivered lectures with young people at the Lebanese American University, Beirut and Jbeil campuses to propel the work of engaging men in tackling violence against women.

In collaboration with Save the Children, Abaad used its learning from the collaboration with Promundo to lead a three-day training on sex and gender, masculinities, and engaging men. The workshop was open to local and international NGOs interested in better engaging men in gender rights programs. This work is illustrating the rapid growth of tackling violence by working with men and boys.

Learning

“In replication there is no such thing as pure translation.”

Servane Mouazan, Womanity Award Program Manager.

“Translating the Program H manual to a Lebanese context was more than simply a matter of language. Nor are masculinities a homogeneously understood concept. To truly adapt and contextualize Program H to benefit men, boys, women and girls, Promundo worked closely with Abaad first to understand what masculinity means in Lebanon, and then build the manual from that. This was a proven example of how one size does not fit all when trying to scale up innovations.”

Womanity would like to extend special thanks to the Womanity Award Advisory panel:

- Jo Andrews, Ariadne Network, UK
- Baroness Mary Goudie, House of Lords, UK
- Felipe Gini, Founder Banque, Brazil
- Suzan Craig, Committee of Human Rights Watch, New Zealand
- Imran Ali, CARBON:Imagineering, UK & Pakistan
- Andrew Pearson, Hogan Lovells, UK

Womanity seeks co-funders and sponsors for the Womanity Award on three-year cycles starting in 2016, for more information contact servane@womanity.org

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







WomenChangeMakers

Realizing Women's Rights through Art

BRAZIL 🌐

WomenChangeMakers (WCM) is an inventive social entrepreneurship program launched in 2011. In 2014, Pamela Castro and her organization, Rede Nami, were selected for a three-year WomenChangeMakers Fellowship to accelerate their innovative approach to women and girls' empowerment.

Following personal experiences of domestic violence, and in the context of Brazil's high rates of violence against women, Pamela found an effective channel for her women's rights message through her art. Pamela's urban street art addresses inherent inequalities between men and women and the call to engender positive social change for whole communities.

In the second year of the Fellowship in 2015, Rede Nami worked to develop a model of organizational stability and sustainability through an eco-system of support facilitated by the WCM program. By doing so, Rede Nami's social change outcomes will have greater reach and impact.

www.redenami.com

 @RedeNami





ACTIVITIES

Women's Safety & Wellbeing

Achievements

Panmela was selected as a **finalist Social Entrepreneur of the Future Prize** from Folha de São Paulo one of Brazil's largest newspapers, and the Schwab Foundation. Panmela made it to the final three, **winning her considerable profile in a special edition of the national newspaper Folha de São Paulo.**

In 2015 Rede Nami carried out the **highly successful AfroGrafiteiras Project** in partnership with the Ford Foundation, training 30 young black women to express and promote women's empowerment through graffiti art.

Impact

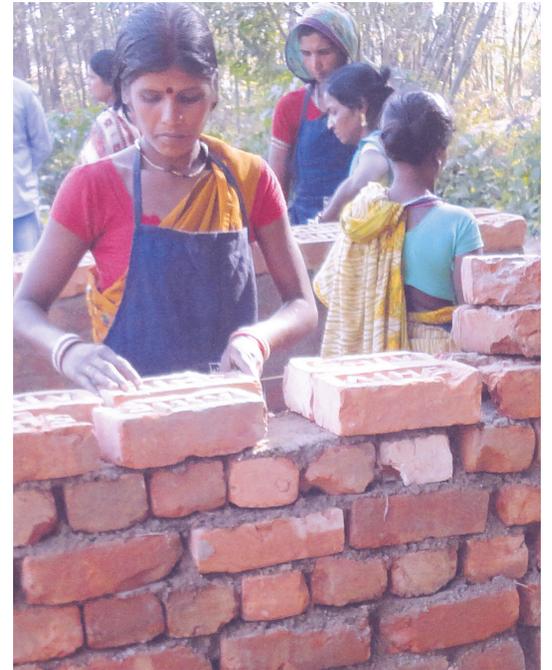
Rede Nami continues to develop individual expression through street art. In 2015, **Rede Nami trained 210 people and groups** in social change messaging through street art. This leads to more empowered women and youth who help to break the cycle of gender inequality and gender-based violence.

Further information on the WCM Fellowships is available on page 36, The WomenChangeMakers Model.





ACTIVITIES
Women's Safety & Wellbeing



Meet the new 2015 Fellows Innovating for Women and Girls' Wellbeing

In 2015 Womanity's WomenChangeMakers enrolled four new social entrepreneurs into the Fellowship. Three are innovating to help women and girls to preserve their wellbeing and safety, and realize their rights.





ACTIVITIES
Women's Safety & Wellbeing



WomenChangeMakers

Humanizing Birth for Women and Children

BRAZIL

Anke Riedel, a physician by training, oversees Casa Angela's operations in São Paulo, Brazil – a center founded in 2009 where all women, including the poorest, receive pre-natal, natal and post-natal care and guidance. Casa Angela's innovative approach towards humanized childbirth and mother and child care is exemplary in Brazil, where the rates of mortality are 15 times higher than in developed countries. With the support of the WCM Program, Anke Riedel intends to strengthen Casa Angela's business model and replicate its methodology in public and private health sectors in order to scale up reach and impact.

www.casaangela.org.br/

 [Facebook.com/CasaAngela.PartoHumanizado](https://www.facebook.com/CasaAngela.PartoHumanizado)

Building Sound Housing and Living Environments for Poor Women

INDIA

Bijal Brahmhatt is a civil engineer and a habitat improvement expert, who has blueprinted and organically developed the work of Mahila Housing SEWA Trust (MHT). Under Bijal's leadership, MHT is a facilitator and deliverer of pro-poor housing and related infrastructure (energy, water, solid waste management, roads) for women living in slums. Bijal's innovation also lies in enabling women to access government subsidies set aside for slum development, and in providing technical services, urban planning, legal expertise, and securing land tenure for slum residents.

The WCM Fellowship will lend strength to MHT's organizational growth and expansion through the creation of a knowledge hub that will strategically share information on affordable housing and environmental conservation across a large network of sustainable living partners.

www.mahilahousingtrust.org

 [@mahilahsg](https://twitter.com/mahilahsg)

Breaking the Shackles of Sexual Slavery

INDIA

After winning an Emmy Award for her film on trafficked women, Ruchira Gupta, a former journalist, was persuaded to set up Apne Aap Women Worldwide in 2002 by the 22 victims of sexual slavery whom she had filmed. Apne Aap, a grassroots organization that is working to end sex trafficking, is enabling trafficked women, at-risk girls, and populations threatened by intergenerational prostitution to exercise their rights to break the cycles of exploitation. Apne Aap does this by increasing life choices for at-risk women and girls through its Last Girl 10 Assets program, which ensures that women are positioned to access their rights.

Apne Aap also works to deter the buying of sex through campaigns for social and policy change.

The WCM Associate Fellowship will support the process of documentation of the Last Girl 10 Assets program, which will lend muscle to Apne Aap's global replication strategy.

www.apneaap.org

 [@apneaap](https://twitter.com/apneaap)

For more information about the WomenChangeMakers program and Fellows, and how you can support innovations for women's empowerment contact ryna@womanity.org





ACTIVITIES

Advancing Education and Vocational Training

Empowering girls in the classroom is a key aim of Womanity's strategy to tackle the root causes of gender discrimination. In 2007, the Womanity Foundation began its program in Afghanistan, piloting an innovative education model in one of the country's largest girls' schools. Since then, the program - **School in a Box** - has been taken up by 15 schools, allowing over 33,000 girls (and boys) to access a quality education, and over 1,100 teachers and administrative staff to improve their professional expertise and employability.

Through **School in a Box**, Womanity implements an enriching model of school infrastructure, community engagement, academic improvements and vocational and life skills training within girls' schools in Afghanistan.

In India, Safeena Husain and her organization **Educate Girls** completed its three-year WomenChangeMakers Fellowship helping more girls in the poorest parts of India to realize their right to education.

We want to become influential and powerful people in the future. We want to have a high level of education such as a Master's degree or a PhD to serve our people."

Female student, Womanity supported school, Afghanistan.





ACTIVITIES

Advancing Education & Vocational Training

Advancing Girls' Education

AFGHANISTAN 🌐

The School in a Box: Advancing Girls' Education in Afghanistan program enhances girls' state education from primary to the end of secondary school. Started as a pilot in the Al Fatah School for Girls in Kabul, one of Afghanistan's largest public girls' schools, the program has now been extended to a total of 15 schools in Kabul City, Kabul Province, Panjshir and Kapisa. Three were enrolled at the end of 2015.

School in a Box addresses the main challenges to girls' education in Afghanistan, including the lack of qualified teachers (especially female); inadequate educational infrastructure; limited value afforded to girls' education and their professional development; and limited career and higher education options. Coupled with cultural norms that can be unfavourable to girls emancipation, such as child marriage, these challenges can cause high dropout rates as girls' reach puberty and secondary education.

The holistic approach of School in a Box consists of five key components:

- **teacher training;**
- **hygiene and wellbeing education;**
- **school infrastructure improvements;**
- **community engagement and investment;**
- **academic excellence and vocational training.**

Through its interventions Womanity builds a conducive learning environment and supportive communities that ensure that school improvements are sustainable, and keep girls learning for longer.

In 2016 Womanity will pilot a unique new girls' coding education program to help school graduates to enter the labor market with expert skills. Additionally Womanity aims to adapt and implement the Aflatoun model for teens - Aflateen - a curriculum of social and financial education to help girls to better manage their financial and non-financial resources throughout their lives.





ACTIVITIES

Advancing Education & Vocational Training

Achievements

To date 33,000 girls (and boys) in 15 girls' schools have been supported in their education up to grade 12 (approx. 18 years of age).

459 hours of teacher training in science subjects were conducted conducted for 215 attendees with pre- and post-training results illustrate that teachers were better equipped to teach their subject, after the training. This was in addition to training classes on teaching methodologies, first aid and disaster preparedness.

Nine hygiene groups comprising 258 members were formed in the higher-populated schools, and 34 latrines renovated to encourage a long-term program of good hygiene that keeps girls healthy and in school.

122 school council members including 116 students and 34 teachers were trained to help address the day-to-day needs of the schools. Student Councils present a unique opportunity for girls to learn **how to exercise leadership and to develop negotiation skills**, while being invested in the good of the school.

Womanity organized tutoring classes to prepare 1,186 students for the entrance exam to university in eight schools. Each school was offered four training modules (in biology, chemistry, mathematics and physics) **involving 720 hours of training**.





ACTIVITIES

Advancing Education & Vocational Training

“The benefits of trainings and seminars which increased capacity of teachers will remain for as long as those teachers are active.”

Headmaster.

Impact

On average, students scored 31% higher in the final tests with a pre-test average of 43% and post-test average of 74%. The majority of these students entered the official national entrance exam for University.

Teacher training was identified by external evaluators as a key strength of the program to ensure short-term educational benefits and long-term impact as it also creates improved employment opportunities for these, often under-trained, girls' school teachers.

Womanity's ongoing collaboration with schools and with the Ministry of Education is improving the likelihood of sustainable improvements that will last long after Womanity ceases its operations.

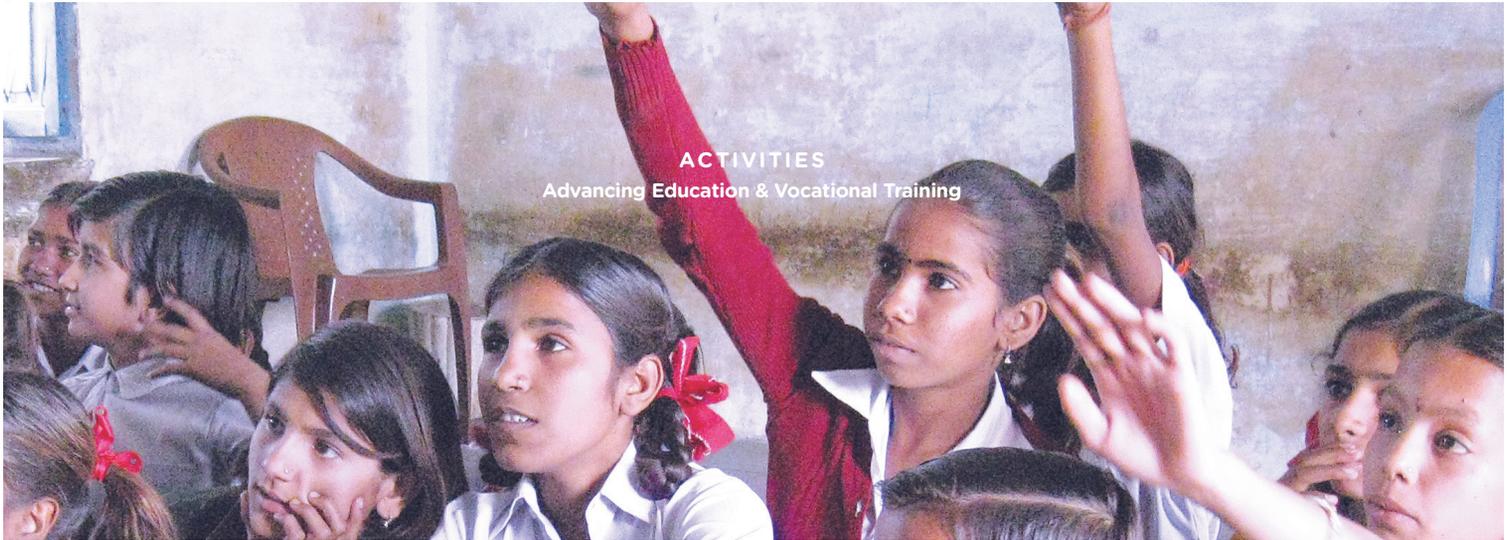
Learning

“While Womanity has been seeing great improvements to girls' educational achievements since 2007, female graduates still face challenges realizing their potential beyond school and in their work-life. In 2016 Womanity will invest, as part of its extra-curricular activities, in a program of vocational training that will include improved financial and social education, and an exciting new program bringing coding to girls' public high schools for the very first time in Afghanistan.” Mohammad Zia Noori, Womanity Afghanistan Country Director.

Womanity seeks co-funders for School in a Box. For more information contact valentina@womanity.org

**Cost of advancing girls
education in Afghanistan
in 2015: CHF 329,212.**





ACTIVITIES
Advancing Education & Vocational Training



WomenChangeMakers

Realizing Girls' Right to Education

INDIA 



educate girls

The WomenChangeMakers (WCM) program was initiated in India in 2012, as a result of the growing social enterprise landscape, the challenges of gender inequality in India, and the resources available within the private sector to help social enterprises to scale up their innovations for maximum impact for women and girls.

Safeena Husain and her organization, Educate Girls, were selected as the first Indian Fellows due to their rights-based work tackling inequalities in girls' education in one of India's most under-developed states: Rajasthan. Educate Girls' comprehensive model is reforming girls' education in government schools and mobilizing communities to take a stand against gender disparity on a grand scale. Working directly with governments, schools, parents, village leaders, and community volunteers (called Team Balika), Educate Girls ensures equal access for all to quality primary education.

At the end of 2015, Safeena Husain and her organization Educate Girls became an Alumni of the WCM program, after a highly successful three-year Fellowship. As Alumni the social entrepreneurs remain a part of the network of Fellows and professional partners and receive some needs-based ongoing support and mentoring. In turn, as graduated Fellows, Alumni present a unique mentoring proposition for new WCM Fellows, ensuring that other social entrepreneurs are benefitting from their valuable experiences.

www.educategirls.in

 @educate_girls





ACTIVITIES

Advancing Education & Vocational Training

Achievements

Educate Girls has **made advances in the use of mobile telephony** - geo-tagging program villages and schools, and mobile tracking field personnel. The organization has **rolled out real-time program data collection** using mobile handsets. In the next phase of this work, Educate Girls aims to deliver educational content to its team of field employees, Team Balika, and to teachers to enhance classroom activities.

Through partnerships facilitated by WCM, Educate Girls benefited from a program of expansion and consolidation support from PWC Strategy&. This support is allowing Educate Girls to consider an **expansion of its program into secondary education**.

Mercuri Urval continued its partnership with Educate Girls under the WCM program, by providing human resources (HR) support through a **new HR manual and facilitating the improvement of Educate Girls' organizational capacity**.

In 2015, **Safeena Husain won the Skoll Award for Social Entrepreneurship**.

Impact

This year, Educate Girls continued to carry out its work to **increase enrollment, retention, and learning outcomes** in the state of **Rajasthan, India**.

Over 4,500 villages, 7,695 schools and over a million children have benefitted from Educate Girls' increased outreach. 70,585 out-of-school girls or those previously dropped-out, are now back in school. For the first time since Educate Girls' inception, **over a million beneficiary students have been impacted in a single academic year**, demonstrating considerable scale since the beginning of the WCM Fellowship.

Further information on the WCM Fellowships is available on page 36, The WomenChangeMakers Model.





ACTIVITIES

Giving Women and Girls a Voice

Research shows that women make up only 24% of persons in the news, and just 4% of news stories challenge gender stereotypes. International agreements support the increase of women working for, and positively represented in, the media., including in decision-making positions. This requires policy and strategic changes in how media is managed, as well as editorial shifts towards more balanced and diversified media coverage². At the Womanity Foundation we believe that more can be done to disband gender stereotypes, and present women as role models and leaders in the media.

In 2010, Womanity launched Radio Nisaa with Maysoun Odeh Gangat, the Managing Director. **Radio Nisaa** is the first women-run commercial radio station in the Middle East and North Africa (MENA region) – on FM in the Palestinian Territories and world-wide from www.radionisaa.ps In a few years, the results of this program have surpassed expectation. Radio Nisaa acts as a good model of

employment and training opportunities for women interested in working in the media.

In 2015, Womanity and the Nisaa Broadcasting Corporation under the leadership of Maysoun Odeh Gangat began setting up the regional, collaborative multi-media platform Nisaa Network, which will be launched in 2016 to take the Radio Nisaa model to scale across the Arabic-speaking world.

Following the success of the 2013 radio fiction series **Worth 100 Men (Be 100 Ragl in Arabic)**, Womanity has been working with its partner Lapis Communication to produce season 2: an animation of Worth 100 Men, in which, once again the role and rights of women in Arabic-speaking societies is the main theme. Acclaimed actress Sabaa Mubarak, will play the lead role and the popular singer Alaa Wardi will perform the title song. The series will cover a range of topics crowdsourced by listeners in November 2015.

www.b100ragl.com www.nisaanetwork.net

www.radionisaa.ps

 @RadioNisaa

² Global Media Monitoring Project, 2015





Radio Nisaa and Nisaa Network

PALESTINIAN TERRITORIES 



Radio Nisaa was set up to inspire and inform growing audiences in the Palestinian Territories and beyond with its thought-provoking and entertaining program focusing on women's role in society; and to provide employment and training opportunities to women interested in a career in the media. Radio Nisaa is a leveler bringing together listeners across gender, religious, cultural and political lines, and in doing so informs audiences about the importance of gender equality, and the value that women and girls add to society

“Many thought ours was a mission impossible . . . but we are now a well respected Palestinian radio station with 300,000 faithful and engaged listeners.”

Maysoun Odeh Gangat, Managing Director, Radio Nisaa.



Through its training programs, Radio Nisaa aims to create employment opportunities for women in the media, thus supporting their economic, personal and social independence. In addition, Nisaa FM strives to create an atmosphere of increased dialogue and pluralism of voices in the Arabic media space.

The station currently broadcasts online, and on FM in the Palestinian Territories. In 2015 it engaged in an ambitious regional, multi-media expansion - the Nisaa Network - which will bring content, business models, and learning to media platforms across the region that will collaboratively scale-up the Radio Nisaa innovation.





ACTIVITIES

Giving Women & Girls a Voice

Achievements

According to a survey conducted by the market surveyors AWRAD, **Radio Nisaa's audience increased in less than two years (2013 - 2015) from 9% to 15% of audience share in the Palestinian Territories.**

Radio Nisaa **implemented the project Palestinian Women and the Rule of Law**, a project in cooperation with USAID and Chemonics. The project lead is proving extremely successful so far.

University graduates and students were offered **internships and training to encourage careers for young women in the media.**

Radio Nisaa's Maysoun Odeh Gangat became **the first ever Palestinian recipient of the Schwab Foundation Social Entrepreneur of the Year in a ceremony attended by the King of Jordan**, representing the considerable achievements of Radio Nisaa to date.

Commercial advertising sales generated USD 123,000 in pre-audit revenue for the radio station in 2015.





ACTIVITIES

Giving Women & Girls a Voice

Impact

The considerable growth in audience numbers has led to Radio Nisaa now ranking one of the most popular radio stations in the country.

Radio Nisaa and Womanity's replication model is being realized as more local radio and TV stations emulate this success by integrating women's shows in their programming.

Radio Nisaa and Womanity have collaborated on the scaling of the Radio Nisaa model through the multimedia platform Nisaa Network (see page 24), to be launched in 2016.

Learning

“To attract a large and diversified audience, Nisaa offers a creative mix of content, ranging from news stories, features and lively debates to high-quality entertainment, always ensuring that women's voices are given a prominent place in all the productions and on both sides of the microphone.”

Valentina Di Felice, Womanity Program Manager.

Womanity seeks co-funders and sponsors for Radio Nisaa and the Nisaa Network. For more information contact valentina@womanity.org





Arabic Language Fiction Series

MIDDLE EAST AND NORTH AFRICA

In 2014, Womanity launched the Arabic radio fiction series Worth 100 Men, creating critically acclaimed entertainment with a purpose, and igniting debate about women's rights and roles in Arabic-speaking society. The series follows Noha, a young, ambitious journalist, who challenges gender discrimination at home, at work, and in her social life. It 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.

In 2015, Womanity began work on the second series – this time an animation – which will be broadcast online and on television in 2016. As with series one, the fiction will run in parallel with live shows, debates and meetings, and on social media where hundreds of thousands of listeners engaged with the subject.

 facebook.com/B100Ragl/

بميت اراجل





ACTIVITIES

Giving Women & Girls a Voice

Achievements

In September of 2015, **Womanity and production company Lapis Communication launched a poll to select the subjects for the second series. The poll reached 76,297 people** and 483 people cast their votes on the proposed subjects.

Womanity and Lapis created a competition to crowdsource specific story lines from listeners. 34 were submitted, 28 shortlisted and 10 were selected to form the basis of the 10 three to five minute episodes

Topics of the 10 episodes include: **equality, women studying abroad, early marriage, harassment, divorcees, domestic violence and women's political participation.**

Acclaimed actress Saba Mubarak has agreed to play the leading role, while well-known Iranian-Saudi musician Alaa Wardi has agreed to write and perform the theme tune, bringing additional high-profile to the series.

Impact

Worth 100 Men Series 1 aired in 9 countries and 10 radio stations in 2015 reaching over a million listeners and engaging 140,000 followers on social media.

Womanity created and coordinated an ecosystem of actors who used the fiction to effectively debate the role of women in society and considerably influence a shift of mindset on the topics discussed. For example, listeners who agreed with the sentence "violence against women is justified when it is done to preserve family unity" dropped from 46% before listening the series to 16% after listening and discussing it (WCLAC, Radio Club).

In-depth interviews with a sample of listeners showed a high appreciation of the drama as a tool to discuss women's issues defining it as innovative and effective. The audience also highlighted how they could easily empathize with the characters and the situations presented and use them as a way to discuss their own experiences.

Learning

"Worth 100 Men is a trigger for debate on a wide range of complex and controversial issues. 2016 sees a leap into the realm of audio-visual production and broadcast, and increased community engagements. We anticipate that this will further boost debates that ignite social change."

Valentina Di Felice, Womanity Program Manager

Womanity seeks co-funders and sponsors for its work supporting women in media. For more information contact valentina@womanity.org

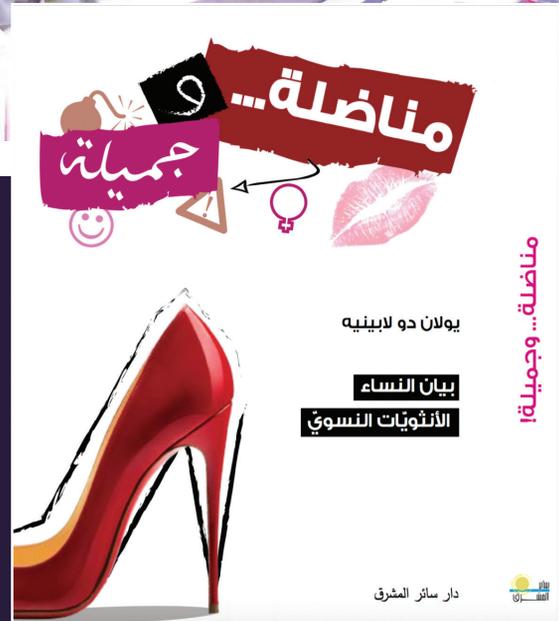


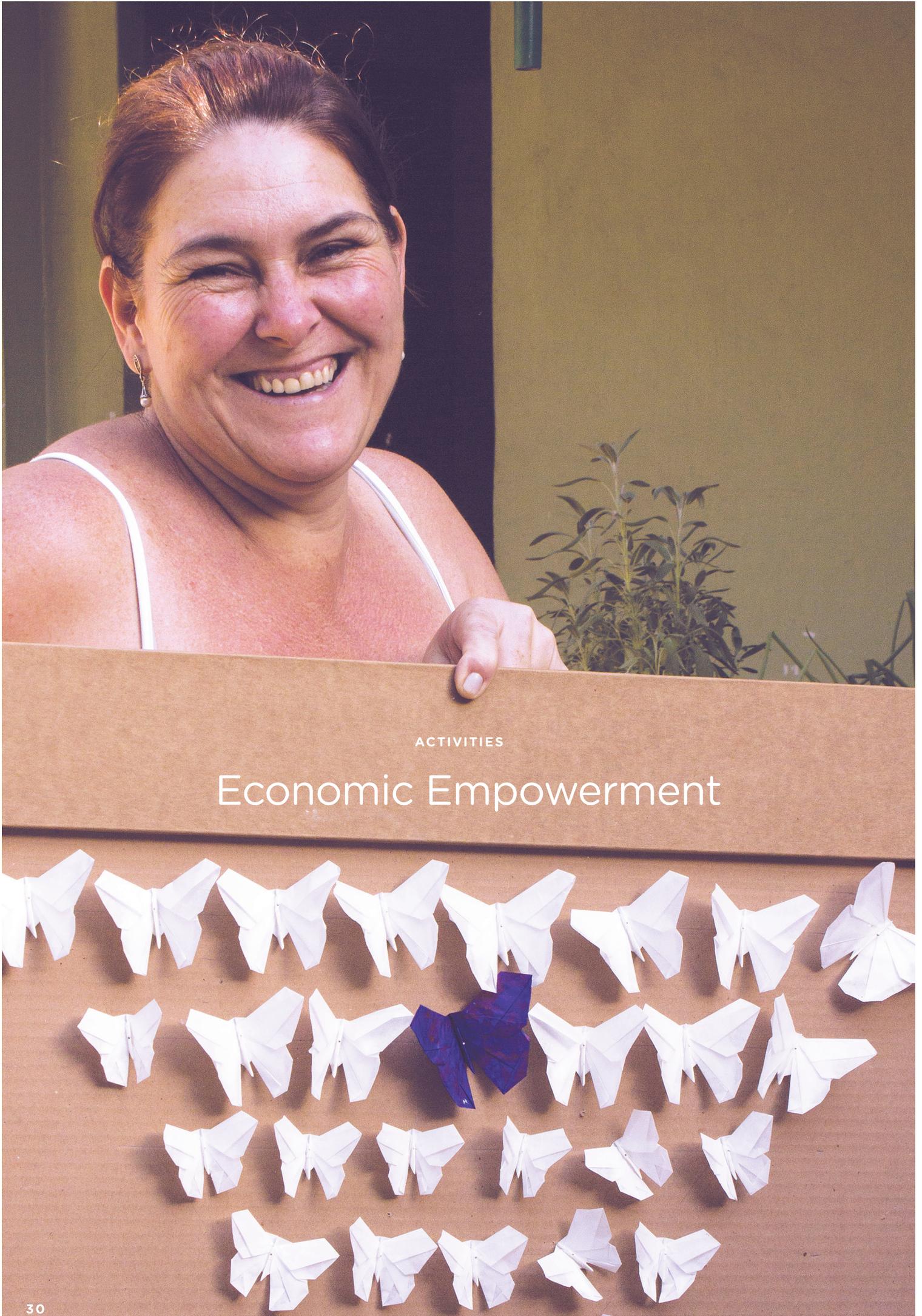


ACTIVITIES
Giving Women & Girls a Voice

Cost of promoting the voice of women in society during 2015: CHF 310,451.

A couple of years ago, Yann Borgstedt read an extraordinary book written by the journalist and author Yolaine de la Bigne, "Sois belle et bats-toi" (English working title: "Bold and Beautiful"). The book is very important for our times as it outlines the problems women are still facing around the world, using facts, figures, illustrations and quotes, in a positive, hopeful and progressive manner. Yolaine de la Bigne called it a "feminine feminist manifesto", since it doesn't put up women against men but rather raises awareness about the real problems of women and calls for joint action to solve them. The style of the book is witty, disruptive and very accessible to a contemporary audience. The Womanity Foundation acquired the rights to its English and Arabic translations and the Arabic adaptation was finalized in 2015. The plan is to finalize the English adaptation and to identify channels for a broad distribution of both versions in 2016.





ACTIVITIES

Economic Empowerment





ACTIVITIES
Economic Empowerment

At Womanity we understand that our other strategic activities underpin the economic empowerment of women: education and training, giving voice, safety and wellbeing. This is why Womanity approaches its work in this field holistically melding social and economic empowerment.

When women are economically empowered it sets them and their communities on a course that leads to better education for children, more inclusive communities, and poverty alleviation.

In 2015 Womanity worked with three WomenChangeMakers (WCM) Fellows and one Alumni Fellow who are scaling their impact and bringing empowering solutions to more and more women; **Rede Asta** and **Mulher em Construção** in Brazil, and **Industree Foundation** and **Bandhan Konnagar** in India.

The year also saw the selection of two further WCM Fellows improving economic empowerment for women. **Acreditar - Capital Humano e Transformação Social's** Lilian Prado spearheads

youth and women's entrepreneurship in Brazil, and in India Ajaita Shah and her organization **Frontier Markets** are combining the power of clean energy and prosperity to empower women at the household level.

Further information on their Fellowships can be found on page 35.

“Women’s economic empowerment means a women is independent: she controls her own money, her own body and makes her own decisions.”

UN Women Executive Director Phumzile Mlambo-Ngcuka





ACTIVITIES
Economic Empowerment



WomenChangeMakers

Improving Livelihoods for Women

BRAZIL, INDIA 



WomenChangeMakers (WCM) has been accelerating innovation and replication for women and girls' empowerment since 2011. The first WCM Fellow was social entrepreneur Alice Freitas and her organization, Rede Asta, which actively addresses social inequality by connecting fair trade, and micro-production women's artisanal groups to retail markets. By doing so Rede Asta stimulate livelihood improvements, and economic development for whole communities. Alice is the first WCM Alumna.

In 2014, Maria Beatriz Kern of Mulher em Construção embarked on her three-year WCM Fellowship supporting and training women to enter Brazil's construction sector. This allows women to take up a career once only reserved for men, and, with this extra previously untapped labor-force, contribute to Brazil's economic development. The social enterprise aims to train 5,000 women a year and indirectly benefit 20,000 women through its pioneering work. India's Industree Foundation and its founder Neelam Chibber were also selected to the WCM Fellowship in 2014. Neelam co-founded the for-profit Industree Crafts Private Limited (ICPL) as a social business to improve market access for the artisans and where the profits are re-invested into production and improving the skills of artisans. The non-profit arm, Industree Foundation works with rural producers on design development, and technical and skill initiatives in the natural fiber sector.





ACTIVITIES
Economic Empowerment

Industree Foundation aims to enhance skills development and capacity building artisan groups to ensure the empowerment of at least 200,000 women in 10 years.

Founded by Chandra Shekhar Ghosh, Bandhan Konnagar was set up to foster deeper, systemic development for the ultra-poor who fall outside the lending net of most micro-finance institutions. Through the Credit Plus approach Bandhan Konnagar lends muscle to women's socio-economic advancement through community-based programs holistically targeting education, health, and livelihoods.

The WCM Fellowship to Chandra Shekhar Ghosh supports the goal of reaching 2,000,000 households through a strengthened information and knowledge management strategy, the installation of a Management Information System (MIS), and improving Bandhan Konnagar's gender lens.

www.redeasta.com.br

 @rede_asta

www.mulheremconstrucao.org.br

 Facebook.com/Mulher-em-Construção

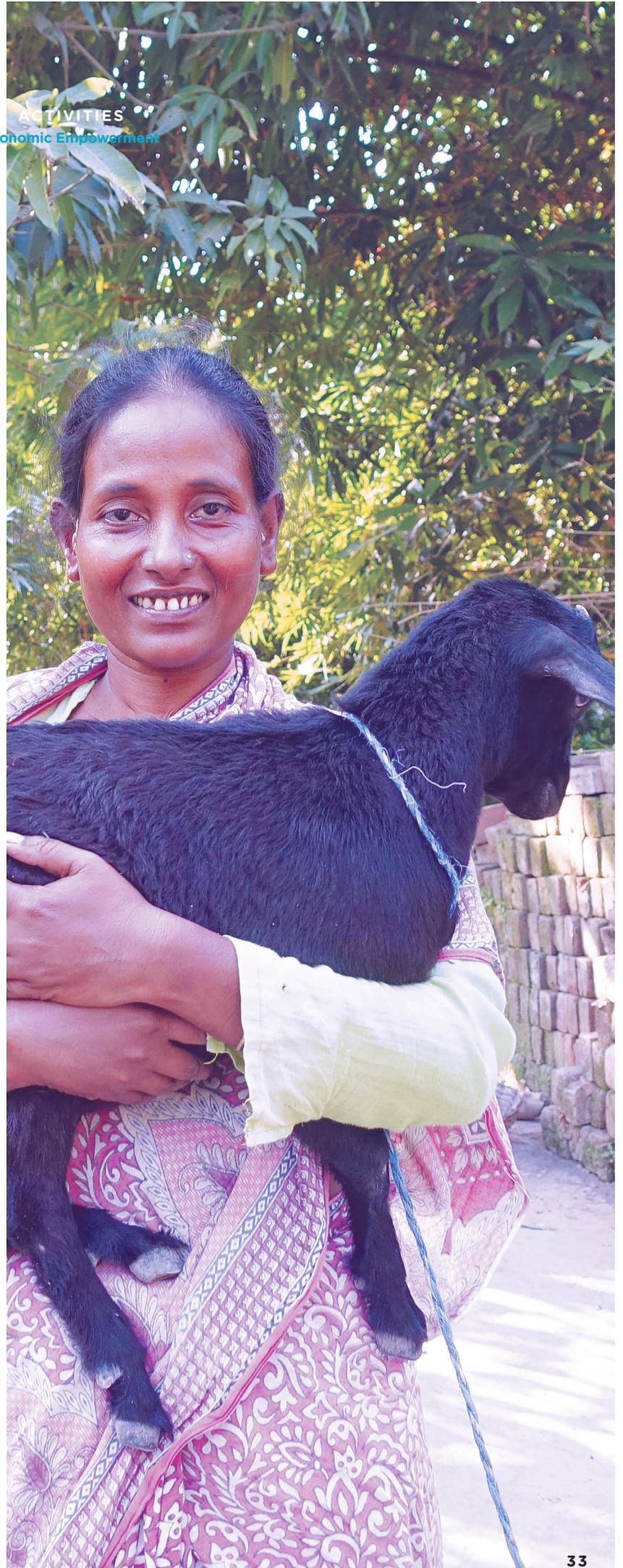
www.industree.org.in

 Facebook.com/IndustreeCraftsFoundation

www.bandhan.org

 Facebook.com/badhanmf

For more information about the WomenChangeMakers program and Fellows and how you can support innovations for women's empowerment contact ryna@womankind.org





ACTIVITIES

Economic Empowerment

Achievements

Rede Asta is now supporting 60 artisanal groups made up of 974 artisans, primarily women.

Mulher em Construção trained 237 low-income and disadvantaged women in Southern Brazil, in construction skills in 2015.

The Brazil Foundation, Fundo Elas/ Avon Institute and BVSA Stock Exchange approved funding for projects by Mulher em Construção for 2016.

Industree Foundation has supported 2,000 artisans to bring their goods to market in India.

A WCM-facilitated engagement between communications agency APCO and Industree Foundation **has led to an improved funding proposition and stronger communications** which better position Industree Foundation to the investor and donor community.

Bandhan Konnagar, with the support of WCM and Peocit Technologies has benefited from the **installation of its first digitalized data-management system** better enabling the team to implement, monitor and manage its considerable beneficiary-base.

Bandhan Konnagar has also begun its planned **expansion into more states in India, bringing its innovations to scale.**

Impact

Rede Asta artisanal groups **generated on average USD 350 per month,** per group in 2015.

Mulher em Construção has now **supported 5,000 women construction workers,** to date, thus providing them with a new career and economic security.

Industree Foundation artisans generated an average income of **USD 1,270 dollars** each during 2015.

The strengthening of Bandhan Konnagar's organizational capacity, and its ambition to scale has **attracted funding contracts from USAID, World Vision India, ITC** and others to expand its work to more beneficiaries.

38,998 women have benefited from Bandhan Konnagar's Targeting the Hardcore Poor program.

Further information on the WomenChangeMakers Fellowships is available on page 36 and 37, The WomenChangeMakers Model.





ACTIVITIES
Economic Empowerment



WomenChangeMakers

Meet the New 2015 WomenChangeMakers' Fellows Innovating to Improve Livelihoods for women

Ajaita Shah founded Frontier Markets in 2011 to address the lack of access to regular and reliable electricity and lighting in rural India. Frontier Markets provides affordable, appropriate high-quality solar energy products to poor households via an innovative distribution network that involves women being trained to educate rural households on the socio-economic and health benefits of clean energy products. Slowly Frontier Markets is also expecting to enhance women's role in the delivery of clean energy by making them part of the sales process and good quality after-sales service, following the success of their pilot Saral Jeevan Sahayogi program.

The WCM Fellowship to Ajaita Shah and her organization aims to accelerate business growth, especially by improving organizational efficiency through systems development and processes, human resource management, and data and information management.

 @frontiermkts

Lilian Prado co-founded Acreditar - Capital Humano e Transformação Social when she was 20 years old. A graduate in Business Administration, Lilian oversees Acreditar's operations in small cities and rural areas of Brazil, supporting the incubation of businesses, providing financial education, technical advice and productive microcredit to young people and women who set out to create their own enterprise. Lilian's achievements have earned recognition by national and international organizations such as the Brazil Foundation, Ashoka, McKinsey, and the Prêmio Claudia.

As a part of the WCM Fellowship, Lilian aims to strengthen the focus on women's entrepreneurship and build specific programs and venture funds for women.

www.acreditar.org.br

 Facebook.com/acreditar.microcredito



For more information about the WomenChangeMakers program and Fellows and how you can support innovations for women's empowerment contact ryna@womacity.org





The WomenChangeMakers Model

WomenChangeMakers (WCM) is a unique Fellowship, which addresses women and girls' empowerment by harnessing the extraordinary potential of social entrepreneurs in India and Brazil.

The WCM model adds a gender lens to the model developed by Ashoka, and was inspired and informed by that global program's work harnessing social enterprise for good. The WCM Fellowship is a well-rounded, fully integrated supportive business development ecosystem for social enterprises whose business model is highly replicable or scalable, and which can have significant impact.

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

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

In 2015 the WCM program generated the following added value for its Fellows:

| | |
|--|-------------|
| Total number of professional partners providing support to Fellows: | 27 |
| Consulting hours total: | 5,011 |
| Total value of hours: | USD 544,500 |
| For every USD 1 spent, USD 1.91 was levered in additional value to the Fellows | |

Cost of WomenChangeMakers in India and Brazil in 2015: CHF 274,330.

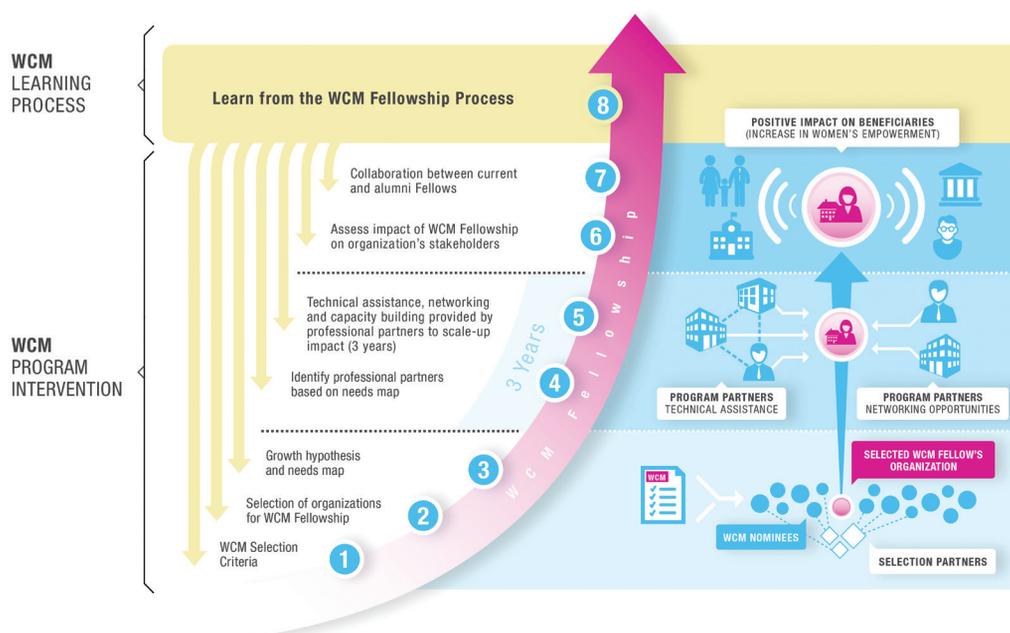


Learning

“Fellows’ priorities and needs are constantly changing to adapt to the needs they address. The ability of the WCM program to promptly respond to these demands is crucial for the success of the program and to delivering more impact.”

Antonella Notari Vischer, Director, Womanity Foundation.

The WomenChangeMakers Fellowship Theory of Change



The WCM Holistic Approach

- | | |
|---|---|
|  HUMAN RESOURCES |  MONITORING & EVALUATION |
|  BUSINESS MANAGEMENT |  PUBLIC RELATIONS |
|  INFORMATION & COMMS |  NETWORKING |
|  TECHNOLOGY |  MENTORING |
|  LEGAL | |

The Trafigura Foundation and Philip Morris International are valued partners and co-funders of the WomenChangeMakers program

Womanity Events

Womanity in New York City

On 15th June, Womanity hosted an evening reception in New York, to both celebrate 10 years of the foundation and to stimulate a panel discussion on the subject: **'Progressing Together: What Men Gain from Women's Empowerment and Gender Parity.'** The prestigious panel included James Benedict of Women's Investment Network, Ronald Bruder of Education for Employment, Ambassador Craig Johnstone of Vital Voices, Ben Rodriguez-Cubenas from the Rockefeller Brothers Fund, and Diana Rowan Rockefeller of Afghan Women Leaders Connect.

The following morning, CNN News Anchor Brooke Baldwin moderated a panel discussion on **'Engaging Media for Women's Empowerment'** at Civic Hall, New York. The extraordinary panel guests to join our breakfast discussion were Honey Al Sayed, founder of Radio SouriaLi; Kyle Gibson, founder of Women in the World; Yann Borgstedt, founder and president of the Womanity Foundation; and Sabrina Hersi Issa, CEO of Be Bold Media.

See the video of the breakfast event: <https://youtu.be/-QRwxPGMhGQ>

The week in New York culminated in the creation of the **Friends of Womanity USA**, a group of inspiring ambassadors for women and girls' empowerment who have generously committed to help Womanity to build its partnerships within the USA.

Womanity in London

In November 2015, **Womanity and Women Moving Millions** hosted an intimate dinner at the Connaught Hotel in London's Mayfair. The event was a chance to meet with supporters and build Womanity's partnerships in the UK.

If you are based in the USA or the UK and would like to get involved with Womanity's work, please contact info@womankind.org

Honoring Human Rights on International Women's Day

On International Women's Day (8 March) 2015 Womanity hosted the **screening of Boxing for Freedom** a documentary portraying girl boxers in Afghanistan, as part of the Festival du Film et Forum International sur les Droits Humains. The screening was followed by a high-level debate on sports, women's rights and gender equality.

Womanity Online: HARNESSING ICT FOR WOMEN'S SAFETY

In May 2015 Womanity took its collaborations online with the Twitter chat focused on innovations for preventing violence against women. The **#ICTforWomankind Twitter chat for the Womanity Award** harnessed a wealth of information from around the world in order to understand better what is working in this cutting edge field of social change. With the addition of a feature on the Womanity Award as part of a SaftyChat amongst other online collaborations, Womanity aims to grow the ICTforWomankind network.

To attend or organize an event in aid of Womanity please contact us at info@womankind.org



potential boost
 teachers leader
 evolve students engaged trigger
 collaborating rightful place
 world ignite social change faithful
 increased capacity active agility
 visionaries benefit train
womanity
 economic empowerment broadcast
 community independence enterprise
 achieve women social media
 decisions girls projects
exploring innovations
 trainings and seminars
 pioneering work empower
 tremendous success
 pioneers



Meet the Womanity Team

Board of directors



Yann Borgstedt
Founder and President



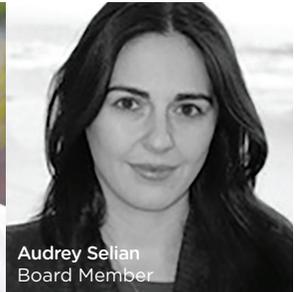
Felix Bollman
Board Member



Dr. Maximilian Martin
Board Member and Treasurer



Arnaud Mourot
Board Member



Audrey Selian
Board Member

Womanity would like to thank its volunteers, interns, and collaborators for their work and dedication throughout 2015.

Womanity Staff



Antonella Notari Vischer
Executive Director
Twitter handle: @Anotari



Christophe Berther
Accountant



Valentina Di Felice
Program Manager Women in Media and Advancing Girls' Education



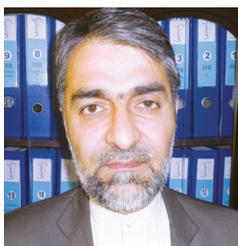
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Public Relations Consultant



Tiana Vilar Lins
Program Manager - WomenChangeMakers



Servane Mouazan
Program Manager - Womanity Award



Mohammad Zia Noori
Program Director - Afghanistan Education



Aurelia Ovan
Executive Assistant



Elizabeth Rector
Program Lead - Girls' Vocational Training Afghanistan



Indrani Sharma
Program Manager - WomenChangeMakers



Ryna Sherazi
Funding and Communications Manager



Hanif Virji
Chair - Womanity UK



A special thanks to the members of the Womanity Gala 2016 Organizing Committee who dedicated much time and resources in 2015 towards the organization of a splendid and highly successful event in 2016.

Womanity also thanks the Friends of Womanity USA for their commitment to furthering Womanity's work around the world.

Our Valued Partners

Main Operational Partners

- Abaad
- Acreditar – Capital Humano e Transformação Social
- Apne Aap
- Arab World Research and Development
- Ashoka
- Bandhan Konnagar
- Casa Angela
- Educate Girls
- Frontier Markets
- Grey New York
- Industree Foundation
- Institution Nationale de Solidarité avec les Femmes en Détresse (INSAF)
- Mahila Housing SEWA Trust
- Mulher em Construção
- Nisaa Broadcasting Company
- Oxfam Novib
- Promundo
- Rede Asta
- Rede Nami
- RPR Beirut
- Women's Studies Centre (WSC)
- London School of Economics
- Hogan Lovells

Strategic Funding Partners

- Divesa Foundation (A Foundation of the Assura Group)
- Gertrude Hirzel Foundation
- Jylag Foundation
- Linda Norgrove Foundation
- Philip Morris International
- Trafigura Foundation
- UBS Optimus Foundation
- Vitol Foundation

Main Professional Partners

- Accenture and Accenture Development Partnerships
- APCO Worldwide
- BM2B
- BrazilFoundation
- Carpenter & Genesca Consultoria
- CHANEL Fondation
- Demarest Advogados - Lex Mundi Pro Bono
- Egon Zehnder International
- Ernst & Young
- Folha de S.Paulo
- Francesca Versace
- ILA
- JP Morgan
- Lapis Communication
- Mercuri Urval
- Peocit Technologies
- Small World Stories
- Strategy& (part of the PriceWaterhouseCoopers group, formerly Booz & Co., India)
- The International Exchange
- Thomson Reuters Foundation
- Trust Law
- University of St Gallen
- Women Online
- Zigla Consultores

A heartfelt thank you to the many other partners, donors and friends who faithfully supported the work of the Womankind Foundation in 2015.

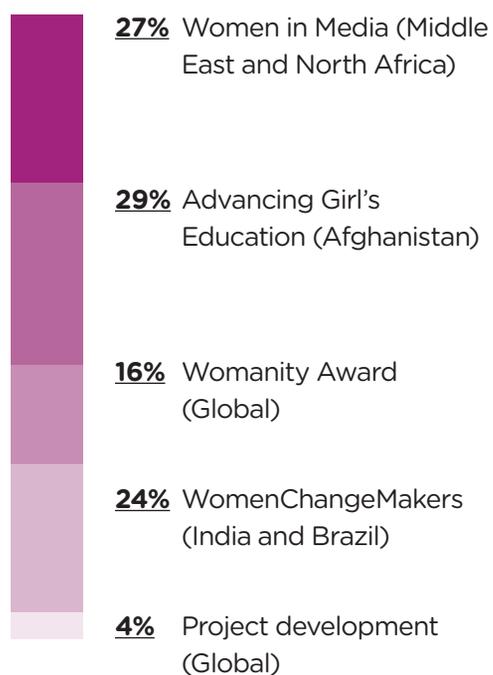


Financial Report 2015

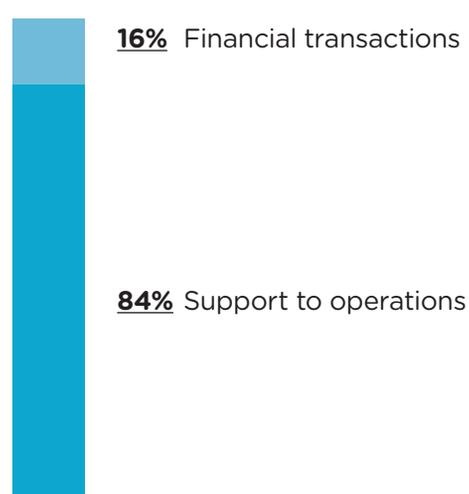
Expenditure

CHF 1,773,943

Projects:
CHF 1,150,893



Support Costs:
CHF 623,050

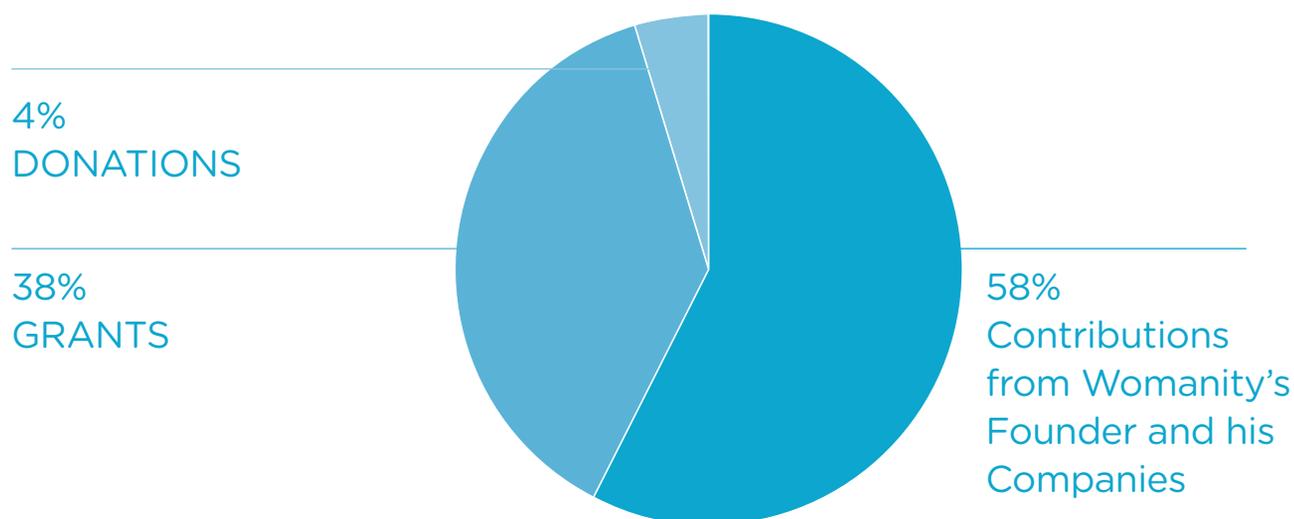


The Womanity Foundation is annually audited by KPMG, and follows all Swiss regulations.

Financial Report 2015

Income

CHF 1,413,016



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

Get Involved

You can get involved with the Womanity Foundation's work by donating time, professional services, or funds to our programs accelerating progress for women and girls. Womanity welcomes collaborations with individuals and organizations who engage with our mission and activities, and further our work.

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

Swiss bank payment:

The Womanity Foundation
Crédit Suisse 1211
Geneva 70
Swift code: CRESCHZZ80A
IBAN:
CHF: 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

By cheque:

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

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

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 supporting Womanity's life-changing work 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 impact films: <http://womanity.org/impact>

The Womanity Foundation is registered in:

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

Credits

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