







Formerly Smiling Children

OUR MISSION

Guided by our vision to contribute to a world where all women and men have equal and full social, economic and political participation, the Womanity Foundation undertakes to **empower girls and women to shape their future and accelerate progress within their communities.**

OUR GOALS

- Support girls' and women's access to **quality** education and vocational training.
- Create **employment**, **revenue generation** and **professional career** opportunities for women.
- Promote mechanisms that **give women a voice** in society, politics and governance institutions.
- Protect women's and girls' physical and psychological integrity.

OUR APPROACH

The Womanity Foundation has a **hands-on approach**. With the collaboration of our partners and field staff, we identify local needs, design programs and supervise the implementation of our initiatives. While aiming at generating **systemic change** in the beneficiaries' communities, we focus on **innovation** as well as **potential for growth, sustainability** and **replicability.**



Dear friends,

In the course of 2011, the Foundation refined its long-term strategy, core values and unique proposition. We have identified in the empowerment of girls and women a key driver to reduce inequalities and foster progress. Research has proven that investing in education and training for disadvantaged girls and women will have a direct impact on the greater good, since when 10% more girls go to school, a country's GDP increases on average by 3%. Girls who go to school for seven or more years marry four years later and have two fewer children. Generating employment and revenues for women boosts not only their economic power, but that of their communities.

After confirming and clarifying our mission, we opted to change our name to "the Womanity Foundation", which better expresses what we stand for, the empowerment of women for the greater good of all of humanity. Our new name and logo, officially presented during our biennial gala held in Geneva on 2nd February 2012, are the result of the collective creative effort of our board and team members and partners.

The generous support of our sponsors and donors has inspired and enabled us to pursue our long-standing projects, consolidate our more recent initiatives, and envision the potential for scale and replication. Furthermore, we have built a strong and dedicated network of professional and corporate partners who lend us precious advice and expertise.

WomenChangeMakers, our pioneer program to support social entrepreneurs who work for women's empowerment launched in 2011 in Brazil, exemplifies our approach to social progress: we catalyze collaborations between our WomenChangeMakers fellows and professional program partners who contribute their expertise to help them scale up their activities and multiply their impact.

In our ceaseless efforts to promote the empowerment of women and their communities, we have globally increased our visibility by presenting our vision, programs and ideas in important international venues such as the Women's Forum in Deauville, the Clinton Global Initiative's annual forum in New York, the Skoll World Forum in Oxford, the 30th Anniversary of Ashoka in Paris and the Global Philanthropists' Circle of Synergos in London.

I thank you for your interest in Womanity's achievements and progress and invite you to continue following our journey, which would not be possible without the generosity of our friends, donors, sponsors and partners towards whom we wish to renew our appreciation and gratitude.





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Little Maids:

eradicating girls' labor in Morocco.

96 NISAA FM:

identifying, inspiring, empowering Palestinian women ; the first commercial radio station for and by women in the Middle East.

1. OUR WORK AROUND THE WORLD IN 2011

Camp Corail:

supporting women entrepreneurs in Haiti

Support to social entrepreneurs addressing women's empowerment and progress.

Access to education and women's empowerment.

University scholarships:

providing access for underprivileged women to University education in the Palestinian Territories.

Teenagers Leading Change:

leadership coaching to Arab young women in Israel.

KEY FIGURES IN 2011

- Over 100,000 women and girls benefitted of our programs around the world
- We helped 10,000 girls and young women gain access to education or improve their learning experience (primary, secondary and university)
- 400 young girls participated in our leadership coaching
- 11 female social entrepreneurs benefitted of professional support
- Operational expenses in 2011: CHF 682'073

WomenChangeMakers:

identifying, supporting and connecting social entrepreneurs working for women's empowerme

School in a Box:

advancing girls' education in Afghanistan – a 3-year program to transform 12 schools for girls in model schools.

"When women and girls earn income, they reinvest 90 percent of it into their families, as compared to only 30 to 40 percent for a man."

Chris Fortson, Women's Rights Vital for Developing World, Yale News Daily 2003.

2. SUPPORT TO SOCIAL ENTREPRENEURS ADDRESSING WOMEN'S EMPOWERMENT AND PROGRESS

"It takes 1,670 euros to take a woman out of poverty forever. It will take 5 years to get there, meaning an investment of 330 euros per year, or 90 cents per day. With so little, we can empower a woman and she will pay back by starting to empower everyone around her."

Alice Freitas, Founder and CEO of asta, and WomenChangeMakers' Fellow, Brazil 2.1 / WOMENCHANGEMAKERS: SUPPORTING AND CONNECTING SOCIAL ENTREPRENEURS WORKING FOR WOMEN'S PROGRESS - WORLDWIDE -

DESCRIPTION

SINGER

" Mercuri Urval sees partnering with WomenChangeMakers as a unique opportunity to use its knowledge about people's capability for empowering not one but many women. We believe this is critical for any progress today and we appreciate being a part of this change movement."

Sunita Raut, Mercuri Urval

The WomenChangeMakers (WCM) fellowship aims to identify, connect and support social entrepreneurs who run established, successful organizations that work for women's empowerment, address systemic gender inequalities and positively transform society. The WCM fellows are identified through a multilayered vetting process to determine the organization's innovative ideas, contribution to girls' and women's empowerment, readiness to work towards growth and replicability.

In collaboration with our professional program partners, WCM conducts a needs and current situation assessment and develops an action plan, with the objective of helping fellows to scale up, expand and replicate their activities, so as to significantly increase their impact and accelerate positive change for women.

Our professional program partners contribute their expert support to the fellows in the areas identified during the initial needs' assessment, such as: leadership, staffing and capacity building; business development; funding strategies; communication, PR and marketing; legal issues; monitoring and evaluation.

The WCM model was inspired by Ashoka's experience and developed with Ashoka Fellows' and staff's inputs.

In August 2011, WCM was launched in Brazil and the first two fellows were selected. We're planning the implementation of the program in India by mid-2012.

HIGHLIGHTS 2011

- The WomenChangeMakers' program was officially launched in Brazil mid-August 2011 with the selection of its first fellows, Alice Freitas and Guacira Cesar de Oliveira, two outstanding social entrepreneurs who have achieved deep-seating social and economic transformations for women in their community and in the Brazilian society as a whole.
- Alice Freitas is the Founder and CEO of asta (Rio de Janeiro). asta contributes to social equality and economic development by strengthening women's productive enterprises through access to markets, know-how, and the creation of networks. asta has set up a direct sales network to help more than 600 women artisans from the poorest sections of the Brazilian population overcome the challenges of largescale distribution. WCM's goal is to help asta increase the number of artisans to several thousands by improving its operational capacity over the next three years.
- Guacira Cesar de Oliveira is the Founder and Executive Director of the Centro Feminista de Estudos y Assessoria (CFEMEA, Brazil). Through its independent and influential activities, CFEMEA plays an important role in designing and guaranteeing women's rights in Brazil. CFEMEA's initiatives have successfully led to the revision of public policies and the passing of several laws. WCM's aim is to support CFEMEA's plan to establish a virtual university for women's studies, which will significantly increase its role to strengthen women's grass roots organizations and their collaboration.
- The selection process for additional WCM fellows was launched in India in mid-2011.
- A strong network of professional program partners to provide services to the fellows was built for Brazil and India. They include: Accenture; Booz & Co.; Burson Marsteller; Egon Zehnder; Euro RSCG; Lex Mundi Pro Bono, and through them, Demarest e Almedia law firm in Brazil; Mercuri Urval; Ogilvy; Thomson Reuters Foundation/TrustLaw; Zigla.
- A network of selection partners who nominated potential WCM fellows in Brazil and India was also established with Ashoka; Avina Foundation; Ford Foundation; LGT Venture Philanthropy; Synergos; UN Women; Vital Voices.
- The Trafigura Foundation committed to sponsor the program for three years. The partnership was formalized in 2012.

EXPENSES 2011 : 181'133 CHF



DESCRIPTION

"The thing I love most in my program is when I interview simple women from the villages, because they are successful and are doing something different in their society."

> Nisreen Awwad, producer and presenter of the morning show Qahwa Mazboot, 96 NISAA FM.

96 NISAA FM is the first commercial radio station for and by women in the Middle East, a project launched in late 2009 by the Womanity Foundation.

It is based in Ramallah and broadcasts worldwide from www.radionisaa.net since December 2009, on 96.0 FM for the central West Bank since June 2010 and on 96.02 FM from the Northern West Bank since December 2010.

96 NISAA FM empowers, informs and inspires Palestinian women in their country and in the diaspora, and creates employment and training opportunities for them. It aims to connect women from different geographic areas, generations and social statutes to a supportive community that showcases inspirational models and promotes their empowerment. It aims to be a durable and financially viable project that will become profitable by 2013 by attracting advertisers, program sponsors, investments and grants; syndicating programs and establishing commercial partnerships. Furthermore, it serves as a model that can be replicated elsewhere.

HIGHLIGHTS 2011

- NISAA Break, the third prime-time show, was added to 96 NISAA FM program schedule in 2011. The US Consulate sponsored the new noon programme with a contribution of 5,000 USD.
- 96 NISAA FM ranked 5th on recent ratings of Jawal, the leading Palestinian telecommunication company.
- NISAA's business revenues covered approximately 40% of its operating costs.
- UNESCO awarded 96 NISAA FM a grant of USD 15,000 for the training of women professionals in radio broadcasting techniques; in addition 96 NISAA FM trained 11 students from Birzeit University.
- Maysoun Odeh Gangat, director of 96 NISAA FM, was selected to join the Synergos' Arab World Social Innovators' program. Synergos identifies and supports, over a two-year period, civil society leaders who are pioneers of change in serving their communities and offer original approaches, methods and solutions to address social and economic issues.
- Maysoun Odeh Gangat was honoured by the Palestinian Ministry of Women's Affairs; she was also invited to represent 96 NISAA FM at the International Conference of Women Media Leaders held in Washington D.C. during March 2011.
- A donation of USD 35,000 was secured to set up a broadcast infrastructure in the Gaza Strip.

EXPENSES 2011 : 176'708 CHF



DESCRIPTION

In the aftermath of the earthquake in Haiti in January 2010, Womanity received CHF 64,000 earmarked to support the Haitian population. In 2010, a first donation of CHF 25'000 was made in favour of the Global Fund for Women with the mandate of supporting women's groups. In 2011, Womanity awarded a second grant of CHF 18'000 to Entrepreneurs du Monde (EdM) to encourage and support women entrepreneurship in Camp Corail, Haiti's largest camp accommodating 6,000 refugees.

EdM set up a microcredit scheme to support the creation of 8 small enterprises headed by women and 20 paid jobs for women. They also received professional training.

Enterprises include production workshops for peanut butter, Haitian grapefruit jam, two restaurants, and one pastry production unit.

EXPENSES 2011 : 18'000 CHF



"The 65 low- and middle-income countries lose approximately USD 92 billion per year by failing to educate girls to the same standards as boys."

The Brookings Institution's Center for Universal Education.

3. ACCESS TO EDUCATION AND WOMEN'S EMPOWERMENT

"Women who have undertaken an educational path are more likely to send their children to school. They can work and contribute to the family income, sharing with their husband the burden of sustaining, economically, the family and improving the quality of their life."

Zarmina Malalai, Senior Officer in Education, Womanity Foundation, Afghanistan

3.1 / SCHOOL IN A BOX: ADVANCING GIRLS' EDUCATION

- AFGHANISTAN -

DESCRIPTION

"Education is the constructive force of a country. Destroying a society is very easy and simple but building it is much more complex and difficult. If we want to build Afghanistan as a modern country and in respect of the Islamic rules, all women must have an education and contribute equally to the development of our own country where no one is left behind."

Since 2007, the Womanity Foundation has supported Afghanistan's largest girls' school – the Al Fatah School in Kabul – to become a model of excellence in girls' education. Based on this experience, Womanity has developed a holistic approach that focuses on the quality of education offered to girls up to secondary school. "School in a Box: Advancing Girls' Education in Afghanistan" aims to assist the schools in three ways: tailored training programs for teachers and school staff based on their needs and infrastructure improvements (labs, libraries, playfields and hygiene facilities); counselling for students to address their personal and scholastic challenges; and awareness activities to promote girls' education and engage parents and communities in school decisions.

The program aims at replicating this successful model in a dozen schools for girls in the country. School in a Box currently supports 6 schools and the goal is to enroll 3 new schools every year.

School in a Box is run in partnership with Afghanistan Libre, Sport Sans Frontières and other partners contracted for each of the program areas on the basis of their expertise.

Sara, 16 years old, Qala-e-Malik high school Paghman

HIGHLIGHTS 2011

- In July 2011, the Womanity Foundation, launched "School in a Box

 Advancing Girls' Education in Afghanistan", a 3-year program cofunded by the UBS Optimus Foundation, aimed at replicating the Al Fatah school model in a dozen schools for girls in different provinces of Afghanistan.
- The first six schools enrolled in the program are located in Kabul, Paghman and Punjshir.
- Beneficiaries include approximately 7,450 Afghan girls, 2,550 boys, and 384 staff members.
- Womanity organized two teacher-training sessions, first during the 2010-2011 winter, and then from June to November 2011. Some 100 teachers from the AI Fatah School attended computer and English classes.
- In the second-half of 2011, a preparation class for the national University entry exams was offered to some 340 students enrolled in grade 12 in the selected schools.

EXPENSES 2011 : 102'077 CHF



DESCRIPTION

"Once families (of little maids) are identified, we start a long work of outreach. We establish a relationship of trust, and we provide them with stories about how girls are treated. This shocking reality is often ignored by parents for whom child labour is often only a matter of survival."

Saadoune Omar, Responsible for the program for eradicating girls' domestic labour - INSAF The Womanity Foundation, in partnership with the Institution Nationale de Solidarité avec les Femmes en Détresse (INSAF), has been working in Chichaoua since 2005 and in El Kelaa Des Sraghna since late 2010. The majority of Morocco's little maids are recruited in these poorest rural regions, usually by intermediaries who take them to work in urban households with the promise to take care of them.

The project has three main goals. It aims to guarantee that 100% of the little maids identified reintegrate their families and attend school. The second goal is about ending child labour and discrimination against girls previously employed as maids by raising awareness among parents, children, communities, institutions and associations. Finally it aims at lobbying authorities for a policy change and for the approval of a framework to protect girls from domestic labour, and establish enforcement measures to ensure a stricter application of existing law against child labour.

HIGHLIGHTS 2011

- In 2011, INSAF supported 165 former little maids, including 18 former little maids newly enrolled to the program in 2011. Among them, 103 girls passed the annual exam to the next grade level.
- The number of little maids in the areas where INSAF has been engaged since 2005 has dramatically dropped, an indication of success for the program.
- INSAF organised pre-school, tutoring and informal classes benefitting 380 children.
- INSAF has significantly contributed to the sensitization of the population to the topic of child labour, reaching out to more than 1,000 children and 400 adults in the areas where little maids are recruited.
- Furthermore, the eradication of girls' forced labour gained visibility thanks to 7 radio programs and 8 TV shows addressing the issue.
- Over 22,000 signatures were collected to present a petition to eradicate domestic child labour.

EXPENSES 2011 : 69'503 CHF



DESCRIPTION

In 2008, the Womanity Foundation, in partnership with Israel Women's Network, launched the program Teenagers Leading Change (TLC), a unique leadership and empowerment training with the aim to develop leadership and self-confidence among young Arab women attending schools in Israel. The program addresses approximately 400 students per year in 6 to 10 schools.

EXPENSES 2011 : 29'215 CHF

3.4 / UNIVERSITY SCHOLARSHIPS: PROVIDING ACCESS FOR UNDERPRIVILEGED WOMEN TO UNIVERSITY EDUCATION - PALESTINIAN TERRITORIES

DESCRIPTION

Since 2008, Womanity runs in partnership with the Women's Studies Centre (WSC) a scholarship program to guarantee access to University to underprivileged Palestinian women. Since the launching of the program, 6 of our beneficiaries have graduated, including one in 2011. Womanity currently continues to follow and support a group of 20 female university students until their graduation with a scholarship covering one semester of studies.

Criteria to receive scholarship include a high average in previous year/semester school marks and the evaluation of social and economic conditions of the family.

With its fundraising effort, WSC secured 113 additional scholarships covering one semester.

EXPENSES 2011 : 14'240 CHF

4. MEET THE TEAM

BOARD OF DIRECTORS



Yann Borgstedt Founder and President



Dr. Maximilian Martin Board Member and Treasurer



Kathryn Imboden Board Member



Arnaud Mourot Board Member



Antonella Notari Vischer Executive Director and Secretary

TEAM



Valentina Di Felice Program Manager



Aurelia Ovan Administrative, Communication and Event Assistant





Agustina O'Farrel Program Manager, WomenChangeMakers

"We thank our support staff and our volunteers: Zarmina Malalai, Rabia Fazil, Candace (Cindy) Lessa, Devashri (Tinnie) Mukherjee, Christophe Berther, Yannick Sage-Glarner, Andrée Chalifour, Ruth Khalastchi Szabo and Hanif Virji."

5. FINANCIAL REPORT

EXPENDITURES & REVENUES - ACCOUNT FOR 2011 - IN CHF

OFERATIONAL EXPENDITORES					
COUNTRIES	ORGANISATIONS	PROGRAMS EX	PENDITURES 2011		
MOROCCO	INSAF	Little maids	SFr. 69'503.00		
	Farmers' Cooperative	Olive oil training, production, sales	SFr. 55'903.00		
ISRAEL	Israeli Women Network	Teenagers Leading Change	SFr. 29'215.00		
PALESTINIAN TERRITORIES	Women Studies Center	Increasing employement	SFr. 14'240.00		
	Radio NISAA FM	Radio for and by women	SFr. 176'708.00		
	Olive Oil production	Olive oil training, production, sales	SFr. 21'152.00		
AFGHANISTAN	Al Fatah School + School in a Box	Advancing Girls' Education in Afghanista	n SFr. 102'077.00		
WORLD-WIDE	WomenChangeMakers	Women's empowerment	SFr. 181'133.00		
HAITI	Entrepreneurs du Monde	Camp Corail	SFr. 18'000.00		
VARIOUS			SFr. 14'142.00		
TOTAL OPERATIONAL EXP	SFr. 682'073.00				

OTHER EXPENDITURES

PROGRAM SUPPORT AND ADMINISTRATION	SFr. 139'507.00
FUNDRAISING EVENT (COSTS)	SFr. 6'029.00
EXCEPTIONAL CHARGES	SFr
COSTS/REVENUES OF FINANCIAL TRANSACTIONS	SFr. 44'109.00
SUB-TOTAL OTHER EXPENDITURES	SFr. 189'645.00
TOTAL EXPENDITURES	SFr. 871'718.00

REVENUES

SALE OF PRODUCTS (OLIVE OIL ETC.)	SFr. 18'427.00
DONATIONS AND SPONSORSHIPS	SFr. 389'381.00
FUNDRAISING EVENT (REVENUES)	SFr. 55'068.00
OTHER REVENUES	SFr. 2'746.00
TOTAL REVENUES	SFr. 465'622.00

RESULTS 2011

BENEFIT CREDITED ON 1ST JANUARY 2011 BENEFIT ON 31ST DECEMBER 2011 - SFr. 406'096.00 SFr. 1'651'073.00 SFr. 1'244'977.00

6. PARTNERS

OPERATIONAL PARTNERS

- ~ 96 NISAA FM
- ~ Afghanistan Libre
- ~ asta
- ~ Centro Feminista de Estudos y Assessoria (CFEMEA)
- ~ Entrepreneurs du Monde (EdM)
- ~ Institution Nationale de Solidarité avec les Femmes en Détresse (INSAF)
- ~ Israel Women's Network (IWN)
- ~ Sport Sans Frontières
- ~ Women's Studies Centre (WSC)

PROFESSIONAL & CORPORATE PARTNERS

- ~ Accenture
- ~ Ashoka
- ~ Booz & Co.
- ~ Burson Marsteller
- ~ Egon Zehnder
- ~ Euro RSCG
- ~ Lex Mundi Pro Bono
- ~ Mercuri Urval
- ~ Newdea
- ~ Ogilvy
- ~ Synergos
- ~ Thomson Reuters Foundation
- ~ Walmart
- ~ Zigla

FUNDING & STRATEGIC PARTNERS

- ~ Clarins Fragrance Group and Thierry Mugler perfumes
- ~ UBS Optimus Foundation
- ~ Trafigura Foundation



Womanity wishes to thank all its partners

A special thank you also goes to the numerous donors who faithfully support our work.



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