



Photos cover page (from the left):

An artisan producing handicrafts for Rede Asta (WomenChangeMakers, Brazil)

A schoolgirl reads the Holy Quran during her school exam in Khauja Lakan School, Paghman district (School in a Box, Afghanistan)

A Team Balika member teaching girls in a class room (Educate Girls, Rajasthan - WomenChangeMakers, India)

Nisreen Awwad, producer and presenter of the "Qahwat Mazbout" in the studio (Radio NISAA FM, West Bank)



Yann Borgstedt
Founder and President

OUR WAY FORWARD

Dear partners, supporters and friends,

During our fourth successful gala evening in February 2012, we proudly announced our new name: "The Womanity Foundation". "Womanity" fully expresses our vision and mission. It conveys the powerful and fundamental message that supporting women and girls reduces inequalities and allows for everyone's steady progress in society.

We are increasingly positioning Womanity as an entrepreneurial philanthropic foundation that links the social and corporate sectors in an effort to address women's empowerment. It serves to incubate new initiatives or scale up successful solutions so as to create deep-seated and lasting change. It promotes knowledge-sharing, the exchange of good practices and cooperation for successful outcomes benefitting girls, women and their communities.

In our quest for innovative solutions and potential for scale, our local teams and operational partners are our greatest assets. Our results over the last years demonstrate that if they are nurtured with appropriate resources, skills and guidance, they will empower the girls and women they work with, improve their living conditions and increase social justice. These changes are already tangible in the communities where we are working. For example, according to an education expert who recently evaluated our program in Afghanistan, a remarkable level of engagement towards improving girls' education has been generated among teachers, school staff, students and parents by the work carried out by the Womanity team in 9 girls' schools country-wide; the program is laying the basis for a durable improvement within its target communities, while at the same time establishing a model of girls' quality education that can be applied more widely in Afghanistan.

Another example is Radio NISAA FM, the first commercial women's radio in the Middle East, which we seeded nearly 4 years ago, with the firm conviction that a more assertive presence of women in the media – both as media professionals and as program protagonists – has the potential to portray women in more active, productive and powerful roles in society. We are now observing the impact of Radio NISAA's continued effort to inform, inspire and empower in the increase of its popularity and audience share, but also in the important recognitions it received from Ashoka, Synergos and Vital Voice, and from local organizations and stakeholders. Learning from this experience, we have produced an Arabic-language radio fiction series on women's participation in society, portraying the difficulties they face, but also the courageous and creative ways they use to overcome them. The radio drama will be aired during the second half of 2013 on radio stations across the Middle East and North Africa, starring the great actress Mona Zaki and the multi-platinum singer Nancy Ajram. We are already seeing a lively debate taking place in the social media around the issues raised by the fictional story, and we hope to see shifts in the way people perceive the role of women in their communities and in society at large.

Going forward, we intend to promote effective solutions to curb violence against women by launching the Womanity Award, which will support the replication and scaling-up of innovative solutions tackling violence against women. It is intolerable to know that, presently, one in three women around the world is beaten, forced into sex or abused in her lifetime. To stop violence and abuse against women is a societal movement for human rights that women and men have to pursue together. We are eager to contribute to this important effort by means of our new Award.

Let me conclude this message by thanking all of you, donors, partners and friends. You made it all possible and your constant support encourages us to persevere in our course.

Yann Borgstedt
Founder and President



Students playing volleyball in the Al Fatah School for Girls, Kabul, Afghanistan



SUMMARY

Womanity at a glance

Our top 10 results in 2012

Our projects

Promoting avenues that give women a voice in society

- Radio NISAA FM: Informing, Inspiring, Empowering
- Arabic-language Radio Fiction for Women's Empowerment: Worth 100 Men

Broadening the impact of social entrepreneurs addressing women's issues

- WomenChangeMakers

Advancing education and career opportunities for girls and young women

- School in a Box: Advancing Girls' Education in Afghanistan
- Eradicating Girls' Labour
- Teenagers Leading Change
- University Scholarship for Underprivileged Women

Protecting women's physical and psychological integrity by addressing violence against women

- The Womanity Award

The Womanity Gala 2012

Our Team

Our Partners

Our Finances in 2012

Get Involved

Credits

WOMANITY AT A GLANCE



“There is compelling evidence that women can be powerful drivers of economic growth. For example, our estimates, which are conservative, indicate that if female employment rates were to match male rates in the United States, it would boost overall GDP by 5 percent. (...) In developing economies, the effect is even more pronounced. The United Arab Emirates would see a boost of 12 percent in GDP, and the Egyptian economy would grow by 34 percent.”

Empowering the Third Billion, Women and the World of Work in 2012, Booz&Co

4



Empowering the Third Billion, Women
and the World of Work in 2012, Booz&Co

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 UNIQUE APPROACH

We identify local needs, design programs and supervise the implementation of our initiatives in cooperation with our program staff, our entrepreneurial partners and social entrepreneurs addressing the issues we care about. We focus on innovation as well as potential for growth, sustainability and replicability to generate systemic and lasting changes in society. The Womanity Foundation is not a grant-making organization.

OUR 2012 TOP 10 RESULTS



In 2012 we helped empower some **170,000** girls, women and their families with our array of activities in Afghanistan, Brazil, Haiti, India, Israel, Morocco and the Palestinian Territories. We scaled up our flagship projects and we launched the **Womanity Award**, an innovative and powerful endeavor to curb violence against women.



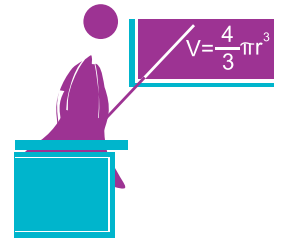
In numbers:

1 **10,000**

Afghan children in **6** schools around the country accessed improved education

2 **742**

participants attended tailored training for teachers and school staff. Their knowledge improved an average of **40.32/100** points

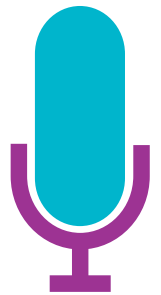


3 **126,800**

listeners among the **1.4** million of over 18 year-olds across the Palestinian Territories were reached by NISAA FM

4 **54%**

of NISAA FM's expenses were recovered through its own income, of which **46%** from commercial revenues and **8%** from donations other than Womanity's

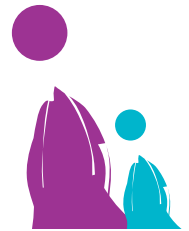


5 **160**

former little maids in Morocco received scholarships, and **2** graduated from high school

6 **1,700**

parents and children were sensitized to the issue and dangers of children labour



7 In **2011-2012**, **13**

students graduated from our University scholarship program in the Palestinian territories

8 **300**

young women participated in our leadership and empowerment program in Israel



9 **362**

hours of *pro-bono* work by high-level consultants were donated to our WomenChangeMakers' Fellow in Brazil. This helped boost Rede Asta's sales by **23%**.

10 **21,144**

out-of-school-girls were enrolled by Educate Girls in **4,425** schools supported by the organization, with a total school population of **495,210**. **USD 150,000** were raised by Educate Girls thanks to WomenChangeMakers' support.





NISAA FM's staff hosted a public event in the street of Ramallah to meet their audience and raise awareness on the radio station. During the event the staff distributed flowers to women. The event was co-hosted by the Ramallah Police Department, Ramallah, West Bank.



PROMOTING AVENUES THAT GIVE WOMEN A VOICE IN SOCIETY

“When the Womanity Foundation wanted to expand their media work by developing an Arabic-language radio drama, they contacted me and asked me to share our experience with using serial drama to promote women’s rights. My organization, the feminist Nicaraguan NGO Puntos de Encuentro, has produced two TV “novelas” that have been broadcast on commercial television in 10 countries, and have provided a launching pad for consciousness-raising and mobilizing efforts to fight violence against women and promote gender equality.

We are glad that Womanity shares our belief that harnessing the potential of mass media is an important strategy for promoting social change at a societal level. Even with the rise of the Internet, most low-income people still get most of their news and entertainment via television and radio. Mass media representations of how men and women should think and behave, and how conflicts should be resolved, have a direct and indirect impact on how people think about themselves, their relationships and their lives. Because media influences the shaping of power relations and social norms, it can also reshape them, including the way society addresses and reacts to domestic violence and sexual abuses, the perception of the role of women in the society, and the respect of individual rights despite gender or sexual preferences.

In places where sexism, women’s subordination and violence against women are seen as “normal” and where media representations continually reinforce gender stereotypes and portray women as passive or even worse, as victims, the impact of attractive representations of gender equality can be tremendous. This requires challenging the conventional wisdom that “educational” media must be dull and serious by creating programming that emotionally engages audiences, so that the invitation to question their existing realities and mobilize for social change can gain traction. “Non-traditional” depictions of women will certainly stir debate and dialogue, but if done well, can also stir changes in women’s self-esteem and in men’s perception of women. I’m thrilled that that Womanity is supporting the production of an entertaining radio drama that will attract listeners not because it’s educational but because they’re engaged with the compelling storylines and characters who go beyond the usual melodrama of love triangles and heartbreak, to face and overcome the kinds obstacles and problems that audiences can identify with in their own daily lives.

Another challenge for harnessing this power is to get more women in the driver’s seat of mass media outlets and/or to create women-led media outlets in an industry overwhelmingly controlled by men. Radio NISAA is a powerful example of that.

TV and radio get to people where they live and work, and as such, can facilitate the opening up of discussion on women’s and societal issues both at home and in public spaces. Ultimately, this has the potential to put these issues in the political agenda to promote full gender equality.”

Amy Bank, Executive Producer of the TV dramas Sexto Sentido (Sixth Sense) and Contracorriente (Turning the Tide), produced by Puntos de Encuentro, Nicaragua
More information on: <http://bit.ly/191a7rW>



RADIO NISAA FM: INFORMING, INSPIRING, EMPOWERING

Maysoun Odeh Gangat, General Manager of Radio NISAA FM in the studio, Ramallah, West Bank

I listen to NISAA FM because it is dedicated mostly to women. I like several shows of their programming. For example, there is a segment during the noon show that raises awareness on women's rights. It is very inspiring for me and for other women as well. Many women in Palestine do not know their rights. NISAA is giving us an opportunity to be informed and to share our opinions in a discreet way, without disclosing our identity. I also like to listen to noon show "Tarweeha", because it discusses many issues I am interested in, such as beauty tips and health issues. Sometimes, I follow the segment called "Asrona" aired during the morning show "Qahwa Mazboot" that talks about how to stay healthy. Finally, I listen to NISAA FM to stay informed but also to entertain myself and participate to their competitions.

Elham Al Zarbaq, housewife, listener of NISAA FM from Salfit, Central West Bank.

DESCRIPTION

96 NISAA FM is the first commercial Arabic-language women's radio station and web site (Arabic and English) in the Middle East. It connects, informs, inspires and empowers Palestinian women and creates for them employment and training opportunities. Its three daily live programs broadcast news, interactive talk shows, investigative reports, entertainment and music. It showcases the positive impact of women's participation in society and challenges the stereotypical image of women in media and society. Launched live on FM in June 2010, it currently employs 9 staff members and 4 volunteers who report from various areas in Palestine. About 15 women have been trained on the radio's premises. 96 NISAA FM broadcasts from 96FM in the Central West Bank, from 96.2FM in the Northern West Bank, from 92.2FM in the Southern West Bank and on www.radionisaa.net for the regional audience. NISAA FM was created with a view to being financially self-sustaining in the medium term, as well as replicable in the region.

HIGHLIGHTS 2012


- Preliminary results of a recently conducted survey, estimated that NISAA has an audience reach of approximately 126,800 listeners over a population of 1.4 million of over 18 year-old who declare to listen to the radio across the Palestinian Territories.
- NISAA FM won the Arabia Fast Growth 500 award for fast growing companies in 2012.
- In September 2012, Maysoun Odeh Gangat, the director of NISAA FM, was invited to present her commitment to train women journalists and enhance women's role in media in the plenary session of the Global Clinton Initiative.
- In July 2012, Maysoun Odeh was elected by the Ashoka Arab World as an Ashoka Fellow. This three-year program provides access to training sessions, peer mentoring, and to a global network of peers, innovators, philanthropists, business leaders, and civil society representatives.
- While still relying on Womanity's support, NISAA independently covered 54% of its costs in 2012: 46% from commercial revenues and 8% from other donations.
- NISAA FM is working on its strategic, funding and marketing plans (2013-2017) to boost its commercial revenues and expand its radio and social media program delivery.

REPLICATION OF NISAA FM IN EGYPT

Based on the success of Radio NISAA, Womanity hosted a consultation of stakeholders in Cairo from May 30 to June 2, 2012 to explore opportunities for the replication of NISAA FM in Egypt. Several options to approach the Egyptian market were identified; however, their feasibility will depend on the decision of the current government in matters of media and allocation of frequencies. In the meantime, as an entry strategy, Womanity and NISAA Broadcasting Company decided to produce a radio fiction series on women's empowerment that can be syndicated to various radio stations throughout the region.

SUPPORT TO RADIO NISAA FM IN 2012: CHF 131'880

FEASIBILITY STUDY FOR REPLICATION
OF RADIO NISAA IN EGYPT (2012): CHF 3'076

A photograph of Nancy Ajram in a recording studio. She is wearing large black headphones and a black top with a grey leopard-print scarf. She is smiling and looking towards the camera. A professional microphone on a stand is positioned in front of her. The background consists of purple curtains.

ARABIC-LANGUAGE RADIO FICTION FOR WOMEN'S EMPOWERMENT: WORTH 100 MEN

Nancy Ajram, a multi-platinum Lebanese singer, records the main theme song of Worth 100 Men

DESCRIPTION

In 2012, the Womanity Foundation in partnership with NISAA FM and Global Production conceived a radio fiction series to foster a constructive debate on women's empowerment in Arab-speaking countries, starting with the Palestinian territories and Egypt. The series, designed in late 2012-early 2013, and produced in 2013, tells the story of Noha, a young Arab radio journalist who struggles to find her place in a society, where women are confined to marginal roles. Despite her competences and skills, Noha has a minor job at the radio station where she works. Dissatisfied of her position and driven by her professional ethics, Noha decides that it is time to pursue her aspiration to be an investigative reporter. Through her work, private life and relationships, Noha opens new perspectives on a wide range of social issues and, centrally, on women's role in society; women's social and economic empowerment; their participation to public life; domestic violence and sexual harassment; and family relationships and romance.

The program's outreach strategy and its monitoring and evaluation is implemented in partnership with Oxfam Novib and Soul City, who were brought on board for their expertise in using edutainment strategies to foster social change.

THE PLAN

Global Production, an Egyptian company, is in charge of the creative conception of the radio fiction including top-level casting for the main roles. The great Mona Zaki, a leading Egyptian actress, will play the heroine, Noha. Nancy Ajram, a renowned Lebanese singer widely considered a leading star in the Middle East, is performing the theme song of the radio drama.

The fiction will be aired during the second half of 2013 on NISAA FM and 3-4 radio stations in Egypt and other Arabic-speaking countries.

Each episode will be followed by a debate on the situations presented on air as well as on characters' choices and behaviours. An open online space will further gather audience and expert comments, animate the debate, and offer possibilities for connections across the community throughout the program duration. Collective listening followed by debates will be organized in public spaces in cooperation with women's groups, schools, universities, and NGOs.

The presence of well-known stars guarantees a high interest for radio outlets to purchase the product and place it during prime time, thus maximizing our outreach strategy and generating revenues that will cover in part the production costs.

COST OF THE PROJECT: COSTS STARTED IN 2013

"I am really happy to be working on such an exciting project. Arab women, although strong by nature, need a lot of support and inspiration to empower themselves to succeed and develop. This story does just that."

*Mona Zaki,
Egyptian actress and voice of Noha*





An artisan producing handicrafts for Rede Asta, Rio de Janeiro, Brazil



BROADENING THE IMPACT OF SOCIAL ENTREPRENEURS ADDRESSING WOMEN'S ISSUES

“In mid-2012, Accenture Development Partnerships (ADP) conducted an assessment of Educate Girls. Educate Girls is an organization supported by the WomenChangeMakers Fellowship, a program developed by the Womanity Foundation. The assessment was intended to support the CEO of the organization, Safeena Hussain, in her effort to lead the scale-up of the organization in a sustainable manner. We were thrilled to see how our support was able to help meet some of the financial needs of the organization and to lay down an organized path of development for Educate Girls that enabled a number of partners of WomenChangeMakers to join forces and each contribute to the plan with their own unique expertise.

WomenChangeMakers's goal is strategically aligned with ADP's mission to have a significant impact on global development challenges by fostering collaboration and relationships between the public, private and non-profit sectors to deliver innovative solutions that provide increased reach and sustainable impact.”

Pooja Bhatt, South Asia Portfolio Manager with Accenture Development Partnerships based in India.

WomenChangeMakers supports social entrepreneurs, women and men, who came up with pragmatic, systemic solutions to address the most pressing social problems caused by gender inequality, including innovative ways to give women full access to healthcare, education, economic emancipation and citizenship. By investing in women and girls, the program takes an approach that is crucial to global development and economic growth. In fact, several studies have demonstrated that investing in women has an important multiplier effect on the socio-economic progress of families and communities. The World Bank defines it as “smart economics”. It is one of the most powerful tools to foster progress, improve health outcomes, drive illiteracy and mortality rates down and GDP up, and sustain the democratic processes of a country.



WOMENCHANGEMAKERS

An artisan in one of the production centre of Rede Asta, Rio de Janeiro, Brazil

DESCRIPTION

WomenChangeMakers (WCM) is a unique international fellowship program launched in 2010. It aims at identifying, supporting and connecting leading social entrepreneurs who head projects that contribute to women's progress and who are ready to replicate and grow their successful initiatives. The WCM model, inspired by Ashoka, helps them to build sustainable models, develop synergies, scale up, and increase their impact.

WomenChangeMakers' fellows are granted a 3-year support package including:

- Specific consulting and professional support services to review and re-shape critical aspects of their social ventures.
- Access to like-minded professionals and relevant resources, as well as mentorship opportunities.
- A life-long membership to the WomenChangeMakers' network.

Support is delivered in cooperation with our partners who include: Accenture, Accenture Development Partnerships (ADP), Booz & Co., Egon Zehnder, Njambre, Lex Mundi Pro Bono, Mercuri Urval, Zigla, Ogilvy, TIE - The International Exchange, Peocit Technologies, TrustLaw Women (Thomson Reuters Foundation) and others. Ashoka, Vital Voices, Avina, Synergos, the Ford Foundation, UN Women, the Oak Foundation and other authoritative social actors provide valuable recommendations for the selection of new fellows and beyond.

The Trafigura Foundation co-funds the program.

WOMENCHANGEMAKERS BRAZIL HIGHLIGHTS 2012

- 362 hours of pro-bono work by high-level consultants valued at nearly USD 40,000 were donated to WomenChangeMakers' Fellows in Brazil.
- Support activities to Alice Freitas, founder and executive director of Rede Asta continued in partnership with Zigla and Paula Cardenau (business strategy); Egon Zehnder International (human resources); and with Zigla (monitoring and evaluation system).
- The Clarins Fragrance Group/Thierry Mugler and the Sun Stores held a week-long campaign in Switzerland selling Womanity products in favour of Rede Asta in March 2012 and promoting the work of the organisation.
- WCM facilitated a two-year grant of EUR 176,550 from the Chanel Foundation to Rede Asta; Alice's participation as a speaker to a number of international conferences and events; and a site visit to Rede Asta by the Global Philanthropist Circle members of Synergos, headed by Peggy Dulaney.
- In 2012, Rede Asta revenues grew 23%.
- Caitlin D. Fisher was hired as Country Representative of the WCM Brazil Program in late 2012. She was formerly with the Nike Foundation, and a Fulbright Fellow in Brazil. She holds a MSc in Gender Studies & International Development from the London School of Economics.

"In 2012, we started an ambitious growth plan, supported by a grant from the Foundation d'entreprise CHANEL facilitated by WomenChangeMakers. This investment contributed to a 23% increase of the revenues of Rede Asta and to a more stable income for the artisans in our network. WCM's support services are helping Rede Asta to expand activities in a sustainable and professional manner and are increasing our opportunities of partnerships and visibility including facilitating our participation to several national and international events."


Alice Freitas, founder and executive director of Rede Asta, Rio de Janeiro, Brazil

WOMENCHANGEMAKERS INDIA HIGHLIGHTS 2012

- Safeena Husain, founder and executive director of Educate Girls was selected as the first Indian fellow in April 2012. WCM will support Educate Girls to expand its model of girls' primary school education in Rajasthan to over 13,000 schools and an estimated 64,000 out-of school children by 2016.
- Based on the assessment carried out by Accenture Development Partnerships (ADP) in 2012, WCM is supporting Safeena Husain in the following areas: strategic plan in cooperation with Booz & Co.; organizational structure with Mercuri Urval; communication with Ogilvy Action; IT and data management with Peocit Technologies; and mid-term evaluation system with Zigla (based on a monitoring system developed by Instiglio).
- The ADP assessment helped Educate Girls to raise USD 150,000 from LGT Venture Philanthropy.
- WCM supported the publication of the annual report 2011-2012 of Educate Girls.
- Indrani Sharma was selected as Country Representative in India in November 2012. Indrani has worked with various development organizations for the last 14 years, amongst others with Ashoka India and Planet Finance. She is also consultant for Ashoka Changemakers, managing their Asia community mobilization.

COST OF THE PROGRAM IN 2012: CHF 176'375

VALUE OF PRO-BONO SUPPORT
OFFERED BY SUPPORT PARTNERS: CHF 39'000

A photograph showing a woman and a young girl sitting on a white bench against a white wall. The woman, on the left, is wearing a vibrant red sari with gold borders and is looking down at a newspaper held by the girl. The girl, on the right, is wearing a white long-sleeved shirt and blue pants, and is holding the newspaper open, looking at it intently. Behind them, a white shelf holds a stack of newspapers and some small decorative items. The scene is brightly lit, suggesting an indoor or well-lit outdoor setting.

India has an alarming gender discrepancy. In Rajasthan, only 44% of females are literate. 40% of girls leave school before they reach grade 5 and only 15% of children are able to read a simple story in Hindi. These statistics are extremely dismal. Education enables girls to reason, make informed decisions and most importantly, live a healthy, productive life. The enormous benefits and my passion for educating girls was the reason why I started Educate Girls in 2007. Today we are present in 3 districts, covering 5,700 schools and we aim to scale to 13,300 schools reaching out to over 1.6 million children by the end of 2016. The WomenChangeMakers program is providing my team and me with access to professional consultancies, expert services and trainings to meet our growth objective.

Safeena Husain, founder and executive director, Educate Girls, Rajasthan, India



Girls washing their hands at a water station installed by Womanity, Paghman, Afghanistan



ADVANCING EDUCATION AND CAREER OPPORTUNITIES FOR GIRLS AND YOUNG WOMEN

“During an assessment of public girls’ schools in Afghanistan in March of 2013 sponsored by the Womanity and the UBS Optimus Foundations, I interviewed the Students’ Councils at all four of the girls’ schools that I visited. The Students’ Council is given considerable responsibility for making sure the school runs properly and it is part of a set of components Womanity insists must be in place in the schools receiving the Foundation’s support. At first it was difficult to believe that the Students’ Councils had done so much to improve their schools. These girls were empowered to take action and they did. They formed committees and tackled problems ranging from getting girls who had dropped out of school to come back; making the school green by planting flowers and trees; inviting the local Mullahs to come to discuss girls’ education through the reading of the Hadiths; helping to solve the lack of classroom space; disseminating messages about health and hygiene; and tutoring younger children who were falling behind in their reading. The girls showed astounding maturity and ability to take on major responsibilities in helping to run their schools. When I interviewed the members of the Students’ Councils, they were direct in their answers. They also were determined to go as far as they could in their education. In each group there were obvious student leaders who spoke when I asked a particularly difficult question. These young women had poise and leadership skill far beyond their teenage years. Most of the female student leaders were 14 to 17 years old. Most would be married and have children soon. They spoke of the confidence an education had given them.

Can these young, educated Afghan teenagers in rural areas be the hope of their nation? Is girls’ education that important? Was not the culture in Afghanistan to prefer that girls not be educated so they would devote themselves to housekeeping and motherhood? I was surprised at the answers to these questions that I got from a group of ten men that represented the Parents’ Teachers’ Association of a girls’ school in an area that has a substantial Taliban presence located at about three hours drive from Kabul. “Those are the old ideas. We want our daughters to be educated,” they said vehemently. “How can we hope to have our society grow when the mothers of our children cannot teach our children properly? How can we expect our community to prosper when our women remain ignorant, cannot read and cannot help their husbands solve family and life problems?” “Understand”, one of the leaders of the parent teachers group said by way of summary, “ we are a poor, agricultural community. Our resources are few. I want my boys to marry educated girls. It is the only hope we have of building our community. It is the only way we will have to build a future for other generations in this mountain area. We are running out of land. We need new ideas.”

Dr. Peter J. Foley, International Expert on Education
The full article is available on <http://bit.ly/19Z92Cc>



SCHOOL IN A BOX: ADVANCING GIRLS' EDUCATION IN AFGHANISTAN

Students from the Al Fatah School for Girl running to their classes, Kabul, Afghanistan

DESCRIPTION

“School in a Box: Advancing Girls’ Education in Afghanistan” is a 3-year holistic program based on the successful experience of Womanity in the Al Fatah School for Girls. Co-sponsored by the UBS Optimus Foundation, the program aims to prepare 12 schools for girls in Afghanistan to become models for girls’ public education in the country. Since 2011, the model is implemented in 6 schools in Kabul (Al Fatah), Paghman (Hazrat Osman, Khauja Lakan, Qalai Malik) and Punjshir (Malalai and Keraman) improving the quality of education of 7,450 Afghan girls (and 2,550 boys) and supporting the capacity development of 384 school staff. In late 2012, three new schools were enrolled. They are: Wahdat High School for girls (Kabul City), Paenday School (Farza, Kabul province), Nasaji GulBahar School (Nasaji district, Kapisa province). This adds 7,767 female students (and 1,000 boys) and 326 teachers and administrative staff to the number of beneficiaries for 2013.

The model for girls’ education assists schools in the following ways:

- Tailored capacity building and trainings for teachers and school staff, based on their needs.
- Improvement of school infrastructure and services, i.e. equipping science labs, libraries and playgrounds or gymnasiums, latrines and clean water supply.
- A participatory health, hygiene and safety program.
- A counselling service for students to overcome obstacles to learning, and mediation with families and schools in case of problems.
- Engagement and ownership of the schools and communities, through Parents Teachers associations (PTAs) and Students’ Councils, to foster supportive communities around the schools and empower the students, parents and teachers.

HIGHLIGHTS 2012

- 742 participants attended tailored training for teachers and school staff organized by Womanity in our target locations in the following subjects: English, Dari and Pashto languages, mathematics, physics, chemistry, biology, internet and information and communication technologies. Overall the attendance rate was of 87.31%. Trainees scored on average 31.89% at the initial tests of the trainings and 72.21% at the final tests with an average improvement of performances of 40.32 points. Additionally, 78 teachers were trained in physical education.
- We set up Students' Councils and Parents' Teachers' Associations in each school to engage them in the decision making processes of the school and to supervise the students' education. They contribute actively in the improvement of the school community by advocating for re-enrolment of out-of-school children and by supporting activities implemented by Womanity.
- In partnership with Afghanistan Libre, we offered to students in level 12 a tutoring class for the National Entry Exam to University. This enabled 55% of students from our target schools to pass the exam and enrol to University, a remarkable improvement if we consider that last year only 22% of students passed the exam.
- In 2012, Afghanistan Libre conducted several group counselling and awareness sessions on girls' education addressing a total of 178 students, 351 teachers and 158 parents (in separate settings). The counsellor individually counselled 53 students and teachers. In 13 cases she mediated with families, mostly to allow girls to attend school.
- Womanity set up science laboratories in cooperation with the National Science Center; enriched school libraries and distributed sport and physical education equipment to schools, thanks to a donation from Roshan. 40 computers donated by the Mediterranean Shipping Company, were distributed to set up labs in Al Fatah and Malalai Schools and for administrative uses in 5 schools. A donation from Roshan allowed us to build or renovate wells and latrines in schools.
- In March 2013, Dr. Peter Foley an international expert on children's education evaluated the program. He reported that the project has an outstanding impact in building leadership skills of young women and in engaging local communities in girls' education. According to Dr. Foley, our "School in a Box" model is one of the most cost effective projects he has evaluated in the last 25 years.

"I teach mathematics and physics in the Al Fatah School for Girls and I have been a teacher for 29 years. In the past years, I attended four training sessions organized by Womanity: English, information technology, internet and Children's Rights. These trainings enabled me to be more confident in techniques to use when dealing with children inside the classroom and in ways to use a computer and the internet to implement my daily tasks as a teacher. The program is extremely important for its ability to raise awareness on girls' education, especially in explaining to community leaders the importance given to girls' education in Islam. As a country, Afghanistan has many challenges to deal with and men alone cannot face all of them. Our society needs women, as active actors who can contribute with their skills, competences and education to build stronger and healthier communities."

Sultana, teacher of mathematics and physics in the Al Fatah School for Girls, Kabul, Afghanistan

COST OF THE PROGRAM IN 2012: CHF 297'154

VALUE OF IN-KIND DONATIONS: CHF 35'460



ERADICATING GIRLS' LABOUR

Former little maid in her home, Imintanoute, Morocco

DESCRIPTION

Since 2005, the Womanity Foundation has supported the association Institution Nationale de Solidarité avec les Femmes en Détresse (INSAF) to eradicate girls' labour in the region of Chichaoua and El Kelaa des Sraghna. Those are among the main poor rural regions from where many of Morocco's little maids are recruited, usually by brokers, to work in middle class urban households.

The program has three main objectives:

- Identify and help little maids to return home and attend school by providing material support for (scholarship and tutoring and informal classes);
- raise awareness on the issue of little maids among children, parents and local communities and institutions;
- lobby provincial, regional and national authorities to adopt a legal framework to protect children from falling into labour situations, especially domestic ones.

HIGHLIGHTS 2012

- In the academic year 2011-2012 INSAF provided 146 scholarships in Chichaoua (of which 29 for students enrolled in high school) and 14 in El Kelaa des Sraghna.
- In Chichaoua, the offer of scholarships was complemented by 7 pre-school classes that benefitted 140 children; 6 tutoring classes enrolling 93 former little maids and 5 informal classes targeting girls who have been out-of-school for too long. These last classes were conducted in partnership with 2 local associations and benefitted 104 girls.
- Of the total 193 girls who were enrolled in the program since 2005 in Chichaoua, none went back to domestic work outside her home; however, 47 left the program for different reasons. In 2012, the first 2 girls graduated from high school.
- Several meetings were organized to sensitize hundreds of children, their families and local institutions to the issue of little maids and their living conditions once separated from the families.

COST OF THE PROGRAM IN 2012: CHF 40'132

"My name is Meriem Abderrahmane. I was born in a poor family in the village of N'fifa. Since my father had a chronic disease, my sister and I had to leave our home to work as maids to contribute to the income of the family. Like the two of us, every year, many other young girls from the region of Chichaoua leave their homes to work as maids in different towns. However, in my case, I was able to attend one of the meetings organized by INSAF to raise awareness on the living conditions of the girls employed as maids. On that occasion, I was able to explain my situation to a social worker. Following an inquiry conducted on my family's situation, INSAF decided to cover entirely all the expenses for my education. This has allowed me to graduate successfully from high school and enrol to University, faculty of KADI IYAD (Marrakech) in modern literature with a specialization in French literature. I am the first of my village to attend University and I hope to serve as example to many others. I am extremely thankful to INSAF because it has given back to me and many other young girls the hope to fulfil our dreams."

Meriem Abderrahmane, university student in Marrakech and former little maids.



TEENAGERS LEADING CHANGE

A group of students attending a session of the leadership training, Israel

DESCRIPTION

“Teenagers Leading Change” (TLC) was launched in 2008 in partnership with the Israel Women’s Network (IWN). It is a unique leadership training course intended to promote the empowerment and personal development of young Arab women aged 16 and 17 in the city of Jaffa, in East Jerusalem and in the so-called Triangle area. To date, a total of 1,440 young women have participated in the seminars (300 during 2011-2012).

In the course of 2012, Womanity commissioned an external impact evaluation to draw conclusions on the program activities since 2008 and plan future developments. The evaluation showed that the program enhanced the overall wellbeing, listening skills, empathy and pro-social behaviour of participants. However, this did not translate into an actual change in the life and career paths of young Arab women. Based on these conclusions, Womanity and IWN with the support of Reem Yahya-Hussein, Educational and Social Psychologist and evaluator of the program, decided to revise the curriculum and include activities aimed at empowering participants to undertake leadership roles, and actively and independently decide for their own lives and career choices. The new pilot was launched in January 2013.

COST OF THE PROGRAM IN 2012: CHF 50'971

"I was born and raised in an Arab traditional town in the center of Israel; there I attended primary school. Later on I moved with my family to Finland where I experienced a totally different school system and setting. One that is enriching, empowering and inspiring. This experience helped me to think through the gap between the two different educational approaches and made me realize to what extent the Arab youth in Israel are disadvantaged. It was very early when I realized the devastating oppression and limitations of my young Arab female peers. Ever since, I dedicated my career choices towards Arab female empowerment. When I evaluated the "Teenagers Leading Change" program, I immediately envisioned opportunities for improvements that had been previously unexplored. Based on these conclusions, I supported the design of the new curriculum for the leadership program. I firmly believe that the new revised training course can alleviate accumulated tensions, induce more positive emotions, and increase female youth resilience, self-confidence, engagement, and a sense of belonging and meaning. Further, the revised program emphasizes community involvement and volunteering by installing leadership values and skills."

*Reem Yahya-Hussein, Educational and Social Psychologist
and evaluator of the TLC program*



UNIVERSITY SCHOLARSHIP FOR UNDERPRIVILEGED WOMEN

A beneficiary of the scholarship program, West Bank

DESCRIPTION

Womanity supports the Women's Studies Centre (WSC) to provide financial support to 20 underprivileged young women in the Palestinian Territories to enable them to graduate from University. Each year, the scholarships cover tuition fees for one semester. The program has the final goals to increase the chances for beneficiaries to achieve professional skills and self-confidence to find an employment in their area of expertise. To be selected, young women must meet the socio-economic criteria, and have graduated successfully from high school. Representatives from the Women's Studies Centre visit each family before approving a scholarship and follow-up checks are made throughout each student's academic career.

In the academic year 2011-2012, 13 students graduated and 7 are still enrolled to the program.

Of the graduated ones, 3 found a job immediately after graduation, 3 are working as interns, 2 decided to pursue their studies and enrol in a Master program, 3 are looking for a job and 2 decided to volunteer for two organizations while deciding on their next career step.

COST OF THE PROGRAM IN 2012: CHF 7'087

"My name is Nida Abdulrahman Salyameh, I'm 23 years old and I live in the village of Ithna in Hebron. Currently I am enrolled in the 4th year of Computerized Information systems at the Al-Quds Open University - faculty of Technology and Applied Science. Since my first year of University studies I have benefitted from one of the scholarships of the Women's Studies Centre (WSC) supported by the Womanity Foundation. The scholarship of the WSC is particular important to me since it represents not only a financial support but also a moral one. I suffer from muscular dystrophy and this recognition motivated me to continue with my education, to enhance my academic performances and graduate from University despite the financial burden and the physical and psychological challenges of my disease. After the bachelor degree, I aim to continue with Masters' studies while starting work in order to cover the costs of medical treatments abroad. A Master degree will enable me to join definitively the labour force at a professional level. I hope that my academic career and my medical conditions will always enable me to keep my independency; assertiveness and self- reliance and will enable me to excel in my life and career".

Nida Abdulrahman Salyameh, student at the Al-Quds Open University - Technology and Applied Science, Hebron, West Bank



A participant of the One Billion Rising Campaign co-organized by the Womanity Foundation in Geneva, Switzerland



PROTECTING WOMEN'S PHYSICAL AND PSYCHOLOGICAL INTEGRITY BY ADDRESSING VIOLENCE AGAINST WOMEN

The world was shocked following the tragic gang rape and murder of a 23 year old woman in Delhi in late 2012. This horrific attack put the spotlight on India's ongoing struggle to embed equality into society and ensure that women are treated with respect. The number of reported rapes in India has increased drastically from 2,487 in 1971 to 24,206 in 2011. Cultural stigma means many attacks are still not reported to the authorities due to fear of bringing shame on the victim's family. Many Indians still believe that women who have been raped have brought the attack on themselves and are the ones to blame, not the attacker. This sort of discrimination is at the centre of the growing epidemic of gender-based violence against women in India. The attitude to girls and women within India is one of contradictions. Whilst it had a female prime minister earlier than most other countries, its citizens have aborted a reported 50,000 female foetuses every month, provoked by a traditional preference for sons and supported by medical staff, which is bribed into revealing the sex of a child. In a recent survey conducted by Trust Law, a Thomson Reuters Foundation legal news service, India was indicated to be the most dangerous place for a woman to live in.

But, while India is certainly one of the most difficult contexts for women to be safe and to thrive, it is by far not the only one. In fact, data show that violence against women is not limited to a specific country, culture or socio-economic group of women. It encompasses all classes, races and religions, and transcends all levels of education and ages. The United Nations estimate that worldwide, one in three women is beaten, forced into sex or abused by an intimate partner in her lifetime; one in five women will become a victim of rape or attempted rape; and between 113 million and 200 million women and girls are missing in the world (mostly in India and China) due largely to selected abortion of baby girls or to their killing and neglect in the first months of lives. Violence against women takes on many forms, including trafficking, sexual slavery, massive rapes in conflict zones, female genital mutilations, early marriage and psychological abuses.

However, violence is preventable if its root problems are properly addressed. When local leaders are engaged and women's rights are promoted and upheld within communities, real change can occur. Several initiatives have demonstrated that teaching respect and equality, engaging men and boys, are the first steps in solving the longstanding issue. This has to be followed and supported by legal reforms and tougher laws to protect women from violence and ensure full gender equality in the society at large.

In the aftermath of the December 2012 gang rape in Delhi, the Indian population rose to demand justice and change. With them, women and men across countries are asking to put gender equality on the agenda because when women are safe, educated and empowered, then their communities are healthier, safer, wealthier and more just."

Baroness Mary Goudie, Advisor of the Womanity Award, Board member of Vital Voices, and Chair of the Women Leaders' Council to Fight Human Trafficking at the United Nations



THE WOMANITY AWARD

Feeling safe, former little maids and a social worker, Imintanoute, Morocco

DESCRIPTION

Based on a field research conducted by Accenture Development Partnerships (ADP) in 2012, Womanity designed the Womanity Award, an award aiming at identifying innovative solutions that reduce violence against women, and at increasing their impact through their replication and scale. The Womanity Award's rationale is based on the observation that innovative and effective solutions focused on violence against women face significant barriers when scaling up and replicating their approach to make a wider and systemic impact. The award aims to support these organizations to overcome those barriers by matching them with replication and scale-up partners who can implement the successful models in their own contexts. Womanity will award support to both partners through professional services, funding and any relevant expertise for the scaling up of the program.

By doing so, the project also hopes to test new forms of philanthropy and social interventions that focus on combining scattered capacities in a complementary and holistic system to achieve lasting impact at a bigger scale.

THE PLAN

The Womanity Award's pilot phase is being rolled out in 2013. Currently, we are formalizing our operational approach to test the support activities we have designed for our beneficiaries. We are also building a network of partners to provide professional services, which will be needed by the operational organizations in the course of the replication process. We plan to select our Innovation finalists by mid-2013, and for each of them, we will identify an associated Scaling Partner. Each pair will be mentored during the final application phase that will take place in the last quarter of 2013. A Selection Panel will then identify the winner and the Award will be announced thereafter. The adaptation of the innovative program and its replication will be carried over the course of 2014.

Carole Sarkis joined the Womanity Foundation in 2013 as project manager of the Womanity Award.

She has 4 years of experience as philanthropy advisor for high net worth individuals (BNP Paribas Wealth Management) and program manager of the "Fondation de l'Orangerie". She is a former LGT Venture Philanthropy iCats Fellow and was selected as a Young Leader to attend the UNESCO Chair in Human Rights International Leadership Training Program in Bangkok, Thailand in 2012. Carole holds a Bachelor's Degree in Social and Human Sciences from Paris X University and a Master's Degree in Political Science and Nonprofit Management from Sciences Po Paris, France.

COST OF THE RESEARCH FOR THE WOMANITY AWARD MODEL IN 2012: CHF 103'507

"I was immediately interested in participating on this project given the focus on women's empowerment. I was also attracted to Womanity's challenge to develop an award focused on innovation and scalability, as this isn't always a feature of international development projects. Together with a colleague, I interviewed nearly 60 individuals to understand the issues of violence that women face in different parts of the world. We learned about the inherent challenges, cultural biases and issues facing women, and I saw first-hand how programs can influence local communities, such as in Kolkata, where youth are mapping out the child marriages in their village to create social pressure on the families to change their behaviour, and how a dance and visual arts program is giving adolescents the chance to heal from violence they have experienced and create a new life for themselves.

By focusing on replication and scale, the Womanity Award doesn't need to reinvent solutions, since many of them are already out there, but rather adapt them to different social contexts to more effectively address issues facing women and girls. I am very pleased to have had the opportunity to work on developing the model for the Womanity Award. This is a complex subject that needs more attention and engagement from the international development community."

*Lauren B. Weinstein, Manager Accenture Development Partnerships,
United States*



The Womanity Gala 2012 by Enzo Capaccio, Shooting de Luxe (Florent Clerc and Nicolas Henchoz) and Tillate (Tania Pisanello and Rafael Keramidas).



THE WOMANITY GALA 2012

Hosted by the prestigious Geneva Country Club in Bellevue, the Womanity biennial fundraising gala took place on February 2, 2012. The event was attended by 870 guests who donated, during the evening, a record net amount of SFr. 1.3 million in support of Womanity's international projects in Afghanistan, Brazil, India, Israel, Morocco and the West Bank. Musical performances by Anaïs, Arielle Dombasle, Mokobé, Bastian Baker and the Supermen Lovers animated this night of solidarity, and works of contemporary art, luxurious sojourns and numerous other unique items, most of them magnanimously donated to the cause, were auctioned by Simon De Pury during the evening.

The event, chaired by its new good-will ambassador Rosanna Arquette, gave the foundation the opportunity to present its new name, The Womanity Foundation (formerly the "Smiling Children Foundation"). "We have chosen a name that expresses clearly what we believe in," said Yann Borgstedt, founder and president of the Womanity Foundation. "It symbolizes the empowerment of women for the greater good of all of humanity." The Clarins Fragrance Group not only readily agreed to the use of the name Womanity carried by one of its Thierry Mugler perfumes, but generously offered the free use of www.womanity.org and made a yearly commitment to support the Foundation.

The event was sponsored by Banque Syz & Co. (diamond), Geneva Country Club (diamond), Swiss Development Group (diamond), Brevan Howard (gold), Constructa (gold), HBK Investments Advisory (gold), Hublot (gold), The Singapore Freeport (gold), Chopard (silver), Arnal & fils (bronze), Bat-Mann Constructions SA (bronze) and Groupe Immobilier du Mail (bronze).

The organizing committee, volunteers and many persons and organizations contributed to the success of the evening.

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“Womanity is grateful to its volunteers, interns and collaborators.”

A special thanks to Nicolas Wadimoff and Adrien Fernex (Akka Film) for the video on Womanity (<http://bit.ly/166bUL6>)

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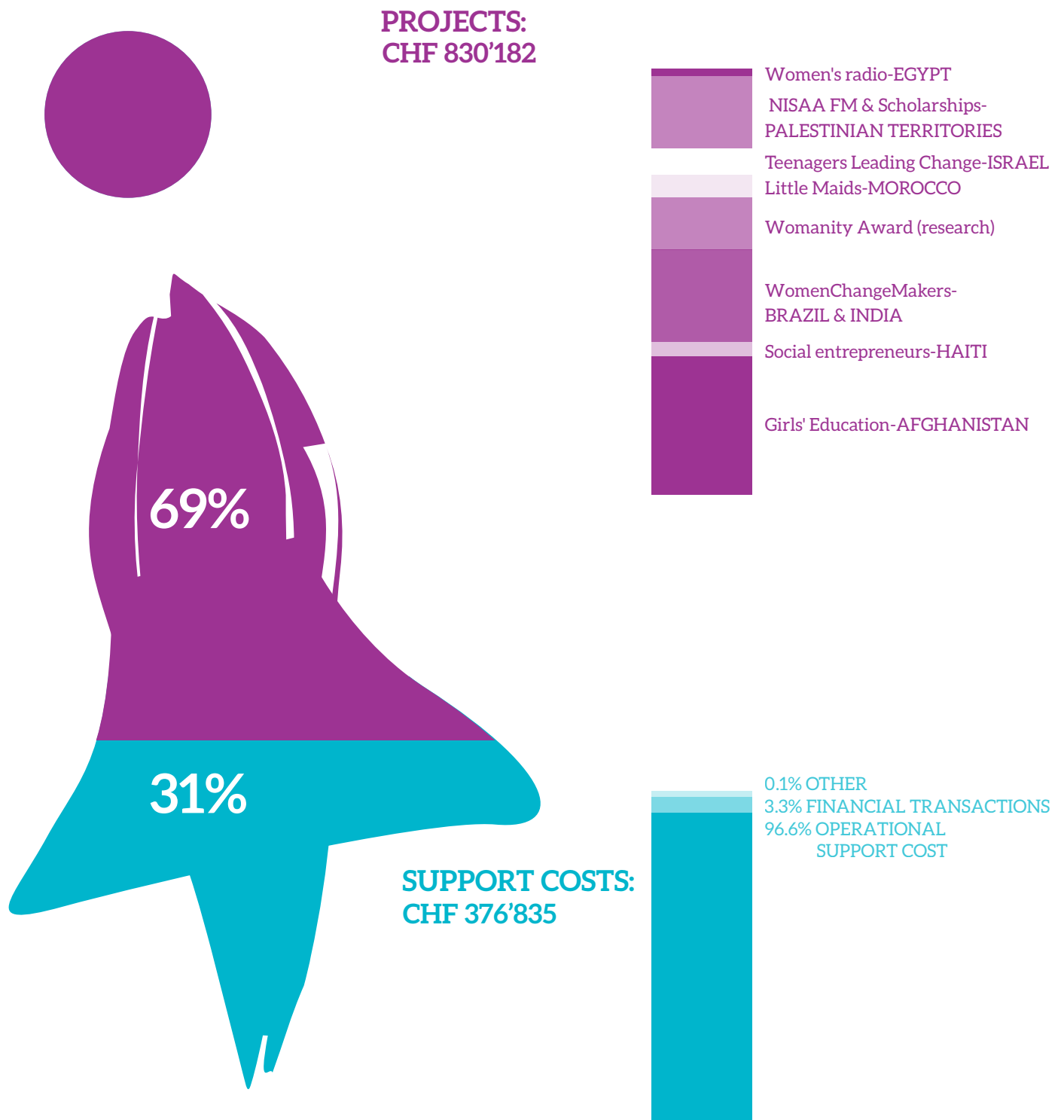
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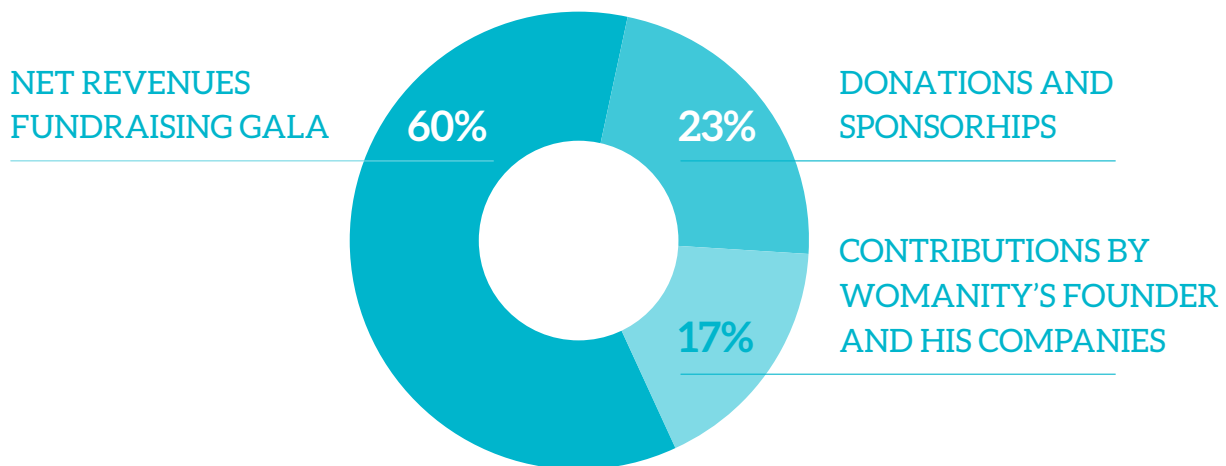
“A special thank you also to the numerous donors who faithfully support our work”

OUR FINANCES

OUR EXPENDITURES: CHF 1'207'017



OUR REVENUES: CHF 2'188'459



“Womanity's founder and president covers all operational support costs. Hence, 100% of donations and contributions are dedicated to the project costs. Womanity's accounts follow Swiss regulations and are audited annually by KPMG. Donations to Womanity are tax exempt in Switzerland, the UK and the USA.”

GET INVOLVED

You can get involved with the Womanity Foundation by donating your time and professional competences in our project areas. We are looking for volunteers who are willing to engage with our mission and activities beyond funding, by partnering or facilitating partnerships, providing services, contributing ideas. We also look for volunteers to manage our social media, and help us translating in French, English, Arabic, Portuguese and German.

You can **donate** to us by bank transfer:

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CREDITS

Womanity wishes to thank all the contributors to this Annual report in order of appearance:

- **Amy Bank**, Puntos de Encuentro, Nicaragua
- **Pooja Bhatt**, South Asia Portfolio Manager with Accenture Development Partnerships
- **Dr. Peter J. Foley**, International Expert on Education
- **Reem Yahya-Hussein**, Educational and Social Psychologist
- **Baroness Mary Goudie**, Advisor of the Womanity Award, Board member of Vital Voices, and Chair of the Women Leaders' Council to Fight Human Trafficking at the United Nations
- **Lauren B. Weinstein**, Manager Accenture Development Partnerships
- **Photographs:** Radio NISAA courtesy of Radio NISAA FM; Nancy Arjam by Jean-Marie Riachi; Rede Asta by Erik Barros Pinto (courtesy of Rede Asta); Educate Girls courtesy of Educate Girls; School in a Box by Farzana Wahidy and Antonella Notari; Eradicating Girls' Labour by Marc Thorens; Teenagers leading change courtesy of Israel Women's Network; University Scholarships for Underprivileged Women by Antonella Notari; Womanity Award, One Billion Rising campaign by Aurelia Ovan; The Womanity Gala 2012 by Enzo Capaccio, Shooting de Luxe (Florent Clerc and Nicolas Henchoz) and Tillate (Tania Pisanello and Rafael Keramidas).
- **Design and layout of the annual report :** åtta Design
- **Infographics:** Macarena Aguilar and Maria José Ciller
- **Printed by:** abp-project (Estavayer-le-Lac, Switzerland) on FSC-certified paper



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