

THE  
**Womanity**  
FOUNDATION

# ANNUAL REPORT

2018





**THE WOMANITY FOUNDATION BELIEVES IN A WORLD WHERE ALL WOMEN AND MEN ENJOY EQUAL AND FULL SOCIAL, ECONOMIC AND POLITICAL RIGHTS.**

THE WOMANITY FOUNDATION ROSE TO **153RD POSITION** IN THE TOP 500 NGOS 2019 WORLDWIDE RANKING BY NGO ADVISOR, A GENEVA-BASED INDEPENDENT MEDIA COMPANY, MOVING UP 34 PLACES FROM 2016. THE LIST IDENTIFIES SOCIAL DEVELOPMENT AND HUMANITARIAN NON-GOVERNMENTAL NON-PROFIT ORGANIZATIONS WHICH EXCEL IN INNOVATION, IMPACT AND SUSTAINABILITY.



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**LETTER FROM OUR FOUNDER AND PRESIDENT**

**ONE OF MY FAVOURITE QUOTES IS “WE MAKE A LIVING BY WHAT WE GET. WE MAKE A LIFE BY WHAT WE GIVE”. AND DESPITE THIS BEING A POPULAR SAYING WITHIN THE PHILANTHROPIC COMMUNITY, IT STANDS AS A STRONG REFLECTION OF HOW THE WORK WE DO AT THE WOMANITY FOUNDATION GIVES US PURPOSE AND DRIVE.**

My journey with the Foundation stretches back to 2005. Many thoughts and drivers were shaping my vision on how to give back and how to challenge the status quo. At the time, I had just set up and sold a successful business, and I felt a strong urge to help others access opportunities and growth. There were many pressing challenges facing our world, but one particular experience struck me the most.

Traveling through Morocco, I encountered an association that helped young girls - between the ages of six and twelve - return to school after having been placed by “recruiters” in families to work as “little maids”. I would find out later that many of these girls became practically slaves to these families and were often used for the sons’ sexual initiations. Some of them ended as prostitutes on the streets or became pregnant at an age when they should have been playing with their friends. I knew then without the shadow of a doubt what I needed to do. It was the moment I committed to work relentlessly to promote a world where all women and men would enjoy equal and full social, economic and political rights. It was the only way forward. And advancing women also meant helping their communities which eventually would transpire into fostering progress for everyone. The Womanity Foundation was born.

At Womanity, much of our work is focused on shifting attitudes and reaching entire communities, including boys and men. We need men fighting in every corner of the globe to change sys-

tems and structures if we are to stand a chance of truly eradicating gender inequality. Using media to reach that end was the obvious choice. I strongly believe that a more progressive media can help create a society where women can play an equal role and this is why Womanity has been investing in and developing disruptive media solutions since 2009.

Producing these shifts in attitudes towards gender roles through media is key. But we also quickly realized that there were others, driven by our same passion for a more equal world for women, who needed support to grow. And we also realized that we could help them scale and expand their impact quickly and strategically. Our WomenChangeMakers Programme (WCM) was premised on both the *critical importance* and *value* that “institutional development” brings to the scaling and impact of a given organization’s work. Through the WCM programme, we have been able to cultivate close and long-lasting partnerships with some of the most impactful and most inspiring NGOs and social enterprises in both India and Brazil.

Partnerships also sit at the very heart of the Womanity Award programme. Womanity Award unearths innovative solutions to combating violence against women from around the world and supports in scaling them to other organizations and geographies. Although there are many strong programmes addressing violence against women globally, there are few that catalyze partnerships between organizations in different countries, and support a thorough adaption process to new geographies and contexts.

Last but not least, I am very proud of the work we do in Afghanistan through our Girls Can Code programme. Through it, we have been providing girls in Afghanistan with the core skills needed to pursue careers in STEM (Science, Technology, Engineer, Mathematics)



related fields. Since 2016, 1188 Afghan girls have enrolled to our courses in English, computer literacy and coding and 355 graduated from what can be considered the largest vocational training coding program for girls in Afghanistan.

Your support, combined with the skills, commitment and immense dedication of our staff and partners, is what makes everything you read in this annual report possible. Behind the stories in these pages, there is a strong will to make the world a more equal place, a spirit of entrepreneurialism infused into how we work, and an appetite for taking on innovative approaches to challenge the status quo.

I hope you enjoy reading this Annual Report as much as I did. Thanks to our many supporters, donors, local partners, staff and our Board members - without whom our work would not be possible. I look forward to continuing our journey together towards a fairer and more prosperous world for everyone.

**Yann Borgstedt**  
 Founder and President,  
 Womanity Foundation



# THE WOMANITY FOUNDATION ABOUT US

## INVESTING IN BOLD NEW IDEAS TO COMBAT GENDER INEQUALITY. IN ALL THAT WE DO WE ARE GUIDED BY OUR VALUES:

We fight for a world where men and women have equal rights and opportunities.

We develop long lasting partnerships with local experts, businesses and social entrepreneurs to invest in new ideas that ignite change and tackle gender inequality. Together, we deliver impact through innovation, collabora-

tion, scaling up and replication. We believe in taking calculated risks through our philanthropy and investing for the long term. We test new models for development, learn and adapt, with an eye to sustainability.

All overhead costs are covered by the President and his companies so that 100% of external funding leveraged is spent directly on Womanity's programmes.

# USD 11,871,370

## INVESTED IN PROGRAMMES TO DATE



Our work focuses on SDG 5 - to achieve gender equality and empower all women and girls.

If the SDGs are to be realised, women and girls, everywhere, must have equal rights and opportunity, and be able to live free from violence and discrimination. Our programmes support this vision.

# OUR APPROACH & VALUES

## PATIENT RISK CAPITAL TO COMBAT GENDER INEQUALITY.

We are not a traditional grant making foundation. Our approach is at the intersection of venture philanthropy and social investment. We understand that change takes time. We also understand that to create systemic change, one has to take calculated risks and have a long-term view.

Therefore, we use our capital to test innovative models for gender equality. Once we have reached proof of concept, we leverage external funding to grow these innovative programmes and take them to scale. This provides the patient risk capital needed to spark and scale transformative impact.

We work closely with local experts to run our own programmes, always checking that we are adding value to the sector. Our support is multi-year, highly-engaged and tailored. This means we take the time to understand the needs on the ground and find ways to uncover and develop catalytic solutions. We stay for the long haul with an eye to ensuring we build in a sustainability plan in every programme from the onset.



RECOGNISING LOCAL EXPERTISE



LEARNING AND ADAPTING



COLLABORATIVE PARTNERSHIPS



ENTREPRENEURIAL AND AGILE



BUSINESS-LED APPROACH

# OUR FOCUS

## OUR WORK FALLS UNDER TWO PILLARS OF ACTIVITY:

### 1. DISRUPTIVE MEDIA SOLUTIONS:

- B100Ragl
- Radio Nisaa

### 2. INSTITUTIONAL DEVELOPMENT

- Girls Can Code
- The Womanity Award
- WomenChangeMakers

# OUR REACH





## 2018 AT A GLANCE

### Q1 JANUARY – MARCH

- Girls Can Code courses launched in March for a total of 760 girls
- ARTE TV channel airs a reportage about Radio Nisaa titled “Nisaa FM, the voice of Palestinian women”
- Womanity’s Founder, Yann Borgstedt, awarded the YPO 2018 SEN (Social Enterprise Network) Sustainability Award for Equality
- Womanity’s Founder, Yann Borgstedt, featured in the *Agent of Change* list

### Q2 APRIL – JUNE

- Launch of B100Ragl Season 3 in Dubai, to support further series reach and impact as well as partnership building with regional media and distribution partners
- Womanity Award 3 partner organisations selected: SafetiPin, India (Innovation Partner) & Soul City, South Africa (Scale-Up Partner)
- WCM Brazil supported UNA Platform launch in Brazil in partnership with UN Women, C&A Foundation and JWT

### Q3 JULY – SEPTEMBER

- Womanity contributes to the India Afghanistan International Trade and Investment Show “Passage to Prosperity” sponsored by USAID in cooperation with the Government of India and the Government of Afghanistan
- Womanity’s Founder, Yann Borgstedt, awarded Global Philanthropic Prize

### Q4 OCTOBER – DECEMBER

- India’s premier institute - The Amity University - recognizes WomenChangeMakers India for its model of support in scaling social enterprises
- 607 students completed the Girls Can Code programme courses
- Womanity hosted in partnership with Zainab Salbi, founder of Women for Women International, the “Digital Media and Gender Equality Forum” in Dubai with cross-sector participants including representatives from Google, MBC, CNN and Unilever
- “What would a city that is safe for women look like?”, Womanity Award programme leader Laura Somoggi along with SafetiPin and Point 6 Collective, two organisations involved in the Womanity Award 3, shared their insights about women’s safety in an article published by The Guardian
- Womanity led a panel discussion on the “use of technology to advance women’s rights” and 7 of our WomenChangeMakers fellows and Womanity Award recipients were speakers at WOW Festival in Brazil
- Womanity, in partnership with Promundo and the WOW Festival, developed the project “WOW Visions: The Role of Men for Gender Equity”, a series of 10 videos released during the 16 Days of Activism to End Gender-Based Violence

### OUR ACHIEVEMENTS SINCE 2005

- Womanity and its supported partners have reached **27.6 million** people in the Global South. Of them, approximately 18 million are women and girls
- Womanity has invested **USD 11,871,370** in women’s empowerment to date
- Womanity-supported media programmes, challenging gender stereotypes in the Middle East, have reached an estimated audience of **3.9 million** unique viewers, with over **4.5million** views
- Approximately **40%** of the people who viewed our media programmes are men
- **16 social enterprises** working on women’s empowerment in India, Brazil and Mexico have built resilient organisations and scaled their impact
- From 2007 to 2018, Womanity improved **15 high schools’ infrastructures in Kabul and the provinces**, by creating sport spaces for girls and sanitary facilities, providing libraries and books, classroom and educational materials, as well as training modules for teachers, **benefiting 33,000 girls students and 1,110 teachers**

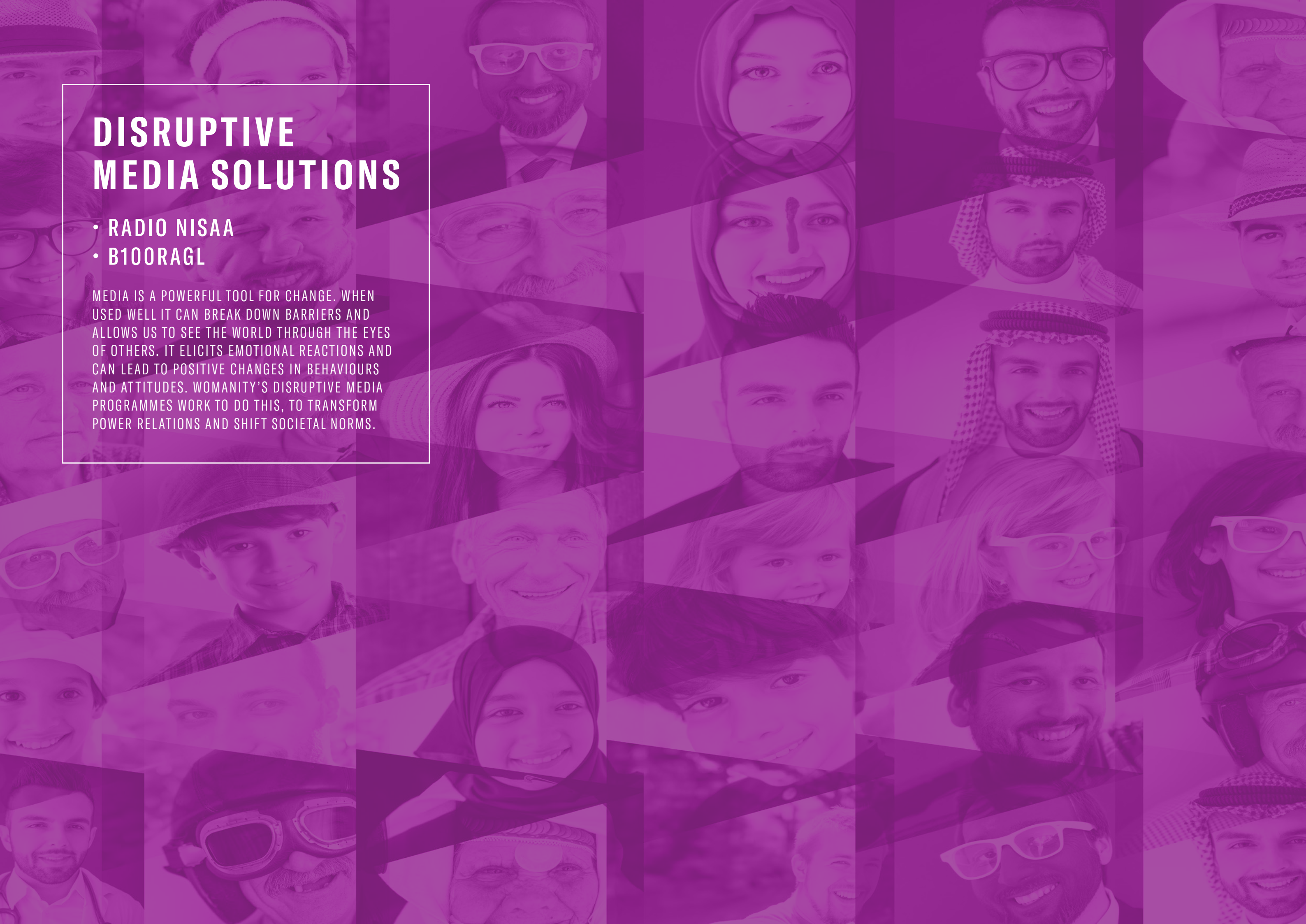




# DISRUPTIVE MEDIA SOLUTIONS

- RADIO NISAA
- B100RAGL

MEDIA IS A POWERFUL TOOL FOR CHANGE. WHEN USED WELL IT CAN BREAK DOWN BARRIERS AND ALLOWS US TO SEE THE WORLD THROUGH THE EYES OF OTHERS. IT ELICITS EMOTIONAL REACTIONS AND CAN LEAD TO POSITIVE CHANGES IN BEHAVIOURS AND ATTITUDES. WOMANITY'S DISRUPTIVE MEDIA PROGRAMMES WORK TO DO THIS, TO TRANSFORM POWER RELATIONS AND SHIFT SOCIETAL NORMS.





# RADIO NISAA



THE FIRST FEMALE-LED PALESTINIAN RADIO STATION THAT PUTS WOMEN'S VOICES AND ISSUES ON THE PUBLIC AGENDA

[WWW.RADIONISAA.PS/EN](http://WWW.RADIONISAA.PS/EN)

## THE BARRIER

Women in the Palestinian Territories face significant barriers to participating in public life. Male perspectives dominate mainstream media, often portraying women as victims and reinforcing negative stereotypes.

## HOW WE TACKLE IT

Produced and presented by women, Radio Nisaa is the first female-led commercial radio station in the Middle-East. It is a platform for female voices to be heard and to drive public conversations with women and men on women's rights and gender roles.

### HIGHLIGHTS FROM 2018

- One-fifth of the adult population of West Bank listen to Radio Nisaa, this represents a listenership of about **340,000** people
- **30%** of the total listenership for Radio Nisaa are men
- **61%** of listeners agree that Radio Nisaa has a positive impact on the lives of women in Palestine
- **30%** said that listening to Radio Nisaa influenced their actions and behaviours in dealing with women's issues
- **246K** Facebook followers
- Women-led social enterprises showcased in Radio Nisaa increased their sales by **20%** to **50%**



Alaa Murrar  
(Noon Presenter)

“ I listen to Nisaa FM because it is dedicated mostly to women. 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.”  
**Iham Al Zarbaq, housewife, listener of Nisaa FM from Salfit, West Bank.**

### RADIO NISAA'S CORE PROGRAMMES:

Throughout 2018 the following shows were regular features on Radio Nisaa:

<b>Qahweh Mzboot (Morning Coffee):</b>	A daily morning show covering the most recent economic, social, and cultural topics as well as local and international news stories through stories and debates.
<b>Kalam Nisaa (Women's Talk)</b>	A daily program about family, health, and fashion
<b>Al Jawlah Al Masa'ieh (The Evening Tour):</b>	A daily show except for Friday and Saturday about the days' events from the eyes and opinions of female journalists on political, economic, cultural, global news.
<b>Jawla fe Almuhafathat (tour in governorates)</b>	A daily programme from Sunday to Thursday about prominent issues within Palestinian towns and villages such as water cuts, electricity, roads, sewage, education.
<b>Sabt Ijdeed (A New Saturday)</b>	A weekly radio show that covers highlights from Palestinian newspapers and online news, the weekend's most important social activities and a religious segment.
<b>Nisaa FM News:</b>	Daily news are broadcasted three times a day
<b>Nisaa FM News summary:</b>	Daily news summary are broadcasted four times a day



Doa Seyouri & Alaa  
(Morning \* Noon Presenters)

SPOTLIGHT

## OUR COUNCIL NEEDS US

Throughout 2018 Radio Nisaa hosted over 17 special programmes in addition to their core shows. These focussed on a range of issues including women in sport, women entrepreneurs, women and the justice system, masculinity and more.

During December 2018, Radio Nisaa hosted a 6 show series called *Majalesna Behajetna* ("Our local councils need us"). The show focussed on increasing the participation of women in local councils and in local decision-making bodies. The *Majalesna Behajetna* show hosted experts in local government from across the West Bank and discussed a variety of topics including the role of village councils, and how women and people with disabilities could play a more active role in local level government. This programme was supported by the Palestinian Vision Foundation and the German Cooperation Foundation.





# B100RAGL

## CHALLENGING GENDER STEREOTYPES THROUGH EDUTAINMENT IN THE MIDDLE EAST

### THE BARRIER

Many women in the Arab-speaking world find themselves in economically dependent positions within the family, with no or little decision-making power, and exposed to violence.

### HOW WE TACKLE IT

Building on the learnings from Radio Nisaa, B100Ragl is an online, animated edutainment series that builds new narratives through stories about an empowered young female journalist. The series confronts gender discrimination in the workforce, family, and social sphere as well as challenging prejudice, stereotypes and female oppression.

### B100RAGL SERIES 3

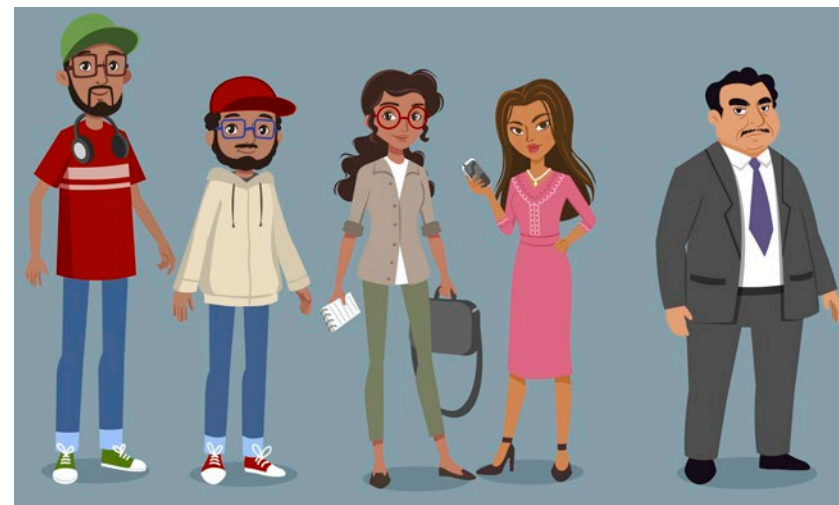
**LAUNCH**  
In April 2018 The Womanity Foundation launched series 3 of B100Ragl. The 10 week series followed the life of Noha, a female journalist who encounters a wide range of social issues commonly faced by women throughout the region. The series tackles a variety of issues including women in the workplace, fatherhood, women in the media and more.

**WORKING WITH LOCAL EXPERTS AND CELEBRITIES**  
Collaboration is at the heart of B100Ragl. In 2018, we worked with a team of designers, animators and researchers to foster creativity, spark innovation and use entertainment to change attitudes. B100Ragl Series 3 was designed and produced with our partners Lapis Communication and Kharabeesh and the narrative was conceived through a workshop and competition for the creative sourcing of ideas. The final stage of the competition

was viewed by 50,000 online followers and more than 1,120 fans voted online to select their favourite creative concept. The soundtrack was produced by well known Egyptian rappers The Sharmoofers, and Iraqi social media influencers Lowi and Sandra Sahi endorsed and promoted the show on their platforms.

### RESULTS

- Over **22,000** fans engaged on a monthly basis in 2018 both online and during outreach events
- **34%** of unique views came from a male audience
- **11 creatives** engaged from the region plus a jury of experts in the media and women's issues
- **1,000+** voters engaged online to provide feedback on the scenarios presented
- Series 3 and related social media campaigns reached **1 773 758** unique viewers on YouTube and Facebook



### COMMUNITY OUTREACH EVENTS

As part of a drive to increase awareness and knowledge, off-line workshops took place to complement the online fiction. Workshop themes varied and ranged from raising awareness on the role of women and young girls, education versus marriage, men's role in supporting women, impact of local women leadership and the role of technology in empowering women.

In total 9 community events were held across the region including Jordan, Morocco and Egypt, reaching over 230 participants in total. Additionally, an event was held in France tailored to NGO's from the Middle East North Africa (MENA) region.

### HIGHLIGHTS FROM 2018

- Launched B100Ragl series 3, with **ten new episodes**
- Hosted a **successful launch event** in Dubai with influencers from the media and philanthropic sectors, to increase programme visibility and engagement
- Held **9 community outreach events** in **4 countries**, engaging over **230 participants** (targeted youth, women and students)
- Over **150K** followers on B100Ragl Facebook page

### BUILDING A MEDIA COALITION TO TACKLE GENDER INEQUALITY IN MENA

SPOTLIGHT

In December 2018, Womanity hosted an event that brought together influencers from across the media sector to discuss "Digital Media and Gender Equality". Held in partnership with Zainab Salbi, founder of Women for Women International, the forum was an intimate gathering of key stakeholders from across regional content creators, digital media platforms, broadcasters, advertising agencies and multinational businesses.

The forum was a call for greater collaboration between vested partners, in order to push collectively for more gender equitable content in the region.



“ The methodology used in B100Ragl is a smart, innovative and suitable way of sending critical messages to young people in MENA”  
Iqbal Hamad, The Jordanian Hashemite Fund for Human Development, Outreach Partner



# INSTITUTIONAL DEVELOPMENT PROGRAMMES

- GIRLS CAN CODE
- WOMANITY AWARD
- WOMENCHANGEMAKERS

CAPACITY BUILDING, NETWORKING, VENTURE PHILANTHROPY.

GREAT ORGANISATIONS AND LEADERS CAN ACHIEVE MUCH MORE WITH SUPPORT AND INVESTMENT IN CORE OPERATIONS. IT'S VITAL TO THEIR LONG-TERM SUSTAINABILITY YET HUGEY UNDER-RESOURCED. BY INVESTING IN CORE COSTS AND STRENGTHENING THEIR CAPABILITIES, WOMANITY SUPPORTS GREAT ORGANISATIONS TO SCALE THEIR OPERATIONS AND IMPACT.





# GIRLS CAN CODE



## PROVIDING CODING TRAINING TO IMPROVE CAREER CHOICES FOR AFGHAN GIRLS

[WWW.GIRLSCANCODEAFGHANISTAN.ORG](http://WWW.GIRLSCANCODEAFGHANISTAN.ORG)

### THE BARRIER

In Afghanistan, women's participation in the labour force is just 19% (2016\*). Employers consider English language and computer literacy the skills most lacking but also those most needed to enter the workforce.

### HOW WE TACKLE IT

Girls Can Code works with 4 schools in Afghanistan to provide 16-19 year women with coding skills, English language skills and basic computer literacy. In doing so it supports and inspires girls to enter a career in the tech sector while challenging traditional perceptions of women's roles in society.

In year 1 girls study English language. In year 2 they learn basic computer literacy and in year 3 coding skills and they build their own website.

### HIGHLIGHTS FROM 2018

- Girls Can Code courses launched in March for a total of **760** girls taking classes in English, computer literacy or coding.
- Of these students, **170** completed the Girls Can Code coding class.
- **13 internships** with local companies secured and one short term job placement secured
- **32 students** from the 2016-2017 cohort enrolled in STEM higher education programmes, with **18 students** choosing IT/computer science



Farhat, a student of 12th grade in Sardar Duad Khan High School, attends Coding class. Credit: Farzana Wahidy.



Credit: Farzana Wahidy.

“ I am very happy that I could finish the coding class. It is a huge success in my life. I want to learn more about it until an advanced level since I want to study computer science in the future. I thank my trainers who worked hard with us and also Womanity for providing us such opportunity.”  
**Mariam, Coding student from Wahdat High School**

### CLASSES IN 2018

In 2018 our GCC programme touched the lives of 607 young Afghan women. 170 students learnt coding skills, including HTML, CSS, Bootstrap, JavaScript, JQuery, SQL, PHP and WordPress. Meanwhile 219 students took part in English classes and 218 students took part in computer literacy classes. 80% of students completed the class they enrolled in. Their commitment is strong, as they follow the program in parallel to regular education, by attending our classes before or after school hours. For the morning shift this meant starting 6 am, 5 days a week. For the majority, this training is an opening to the world, the opportunity to meet female role models that inspire and infuse a new modernity.

### PREPARING STUDENTS FOR UNIVERSITY

As part of our drive to get more girls into STEM (Science, Technology, Engineering and Mathematics) careers, Womanity prepared 436 students for the national exam to enter University, The Kankoor Exam. The preparation course lasted 80 days, after regular school hours, and focused on mathematics, chemistry, physics and biology. 53% of the tutored students took the exam and of them 95% passed.

### INVESTING IN INFRASTRUCTURE AND TEACHER TRAINING

In 2018, Womanity started to upgrade its computer labs with new equipment, installing additional generators to operate computers during frequent power cuts. Also, 778 books were distributed to the schools' libraries.

Womanity also organised capacity building workshops for trainers on Wordpress and LaRavel framework. Additionally, trainers organised peer-to-peer workshops on different aspects of teaching such as methodology, time and classroom management, confidence in class and conflict management in class.



Asma and Nazhma attending our computer literacy course in Sardar Duad Khan. Credit: Farzana Wahidy.



Coding class in Sardar Duad Khan High School. Credit: Farzana Wahidy.



# WOMANITY AWARD

## ADAPTING AND SCALING INNOVATIVE SOLUTIONS TO COMBAT VIOLENCE AGAINST WOMEN

### THE BARRIER

Violence against women prevents women from participating fully in their communities, which has significant human and economic costs for society. Although there are many strong programmes addressing violence against women globally, few catalyse partnerships between organisations in different countries, and support a thorough adaptation process to new geographies.

### HOW WE TACKLE IT

The Womanity Award's unique model enables organisations fighting violence against women to adapt and scale proven innovative models with a local partner. The award provides funding, capacity building and access to networks that enable the project's impact to be leveraged and replicated.

### LAUNCH OF WOMANITY AWARD 3



In June 2018, Womanity completed the selection process for the third Womanity Award, focusing on programmes that are creating safer urban environments for women. Womanity received 70 nominations across 26 countries from 5 continents. After a rigorous assessment and due diligence process, 3 pairs of organisations were shortlisted and presented their joint proposal to a panel of experts.

**The finalists**  
 ■ Safetipin (India) and Soul City Institute for Social Justice (South



(From left) Laura Somoggi, Womanity Award Programme Manager, Lulú Barrera, founder of Luchadoras; Erika Smith, from the Women's Rights Team at Association for Progressive Communications; Lebo Ramafoko, CEO Soul City Institute; and Kalpana Viswanath, Founder and CEO Safetipin. Credit: Gabriel Nascimento for Womanity

- Africa): Safetipin apps in South Africa
- Point 6 Collective (Spain) and the Instituto Mujer y Sociedad (Uruguay): Liveable Environments programme in Uruguay
- Plan India (India) and Vishakha (India): Safer Cities for Girls

The pairs are composed by an Innovation Partner – the organisation that has already developed a successful programme – which works with a Scale-Up Partner to contextualise, adapt and roll out the approach in a new location.



Kalpana Viswanath, Founder and CEO Safetipin (left) and Lebo Ramafoko, CEO Soul City Institute (right) present their partnership to create safer cities for women in South Africa during session at conference Tech4Dev: Voices of the Global South, in Lausanne, Switzerland. Credit: CODEV-EPFL UNESCO Chair in Technologies for Development

**The recipients**  
 Womanity Award 3 recipients, **Safetipin** and **Soul City Institute for Social Justice**, were announced at the conference Tech4Dev: Voices of the Global South, in Lausanne, Switzerland.

**The innovation**  
 The partners are working together to adapt a mobile technology platform to improve safety for women in South Africa.

The flagship app – *My SafetiPin* – places red, orange and green pins

on digital city maps indicating which areas are the safest for women. The app uses pictures taken by taxis and crowdsourced data from volunteers to show how safe different areas of the cities are for women. Factors assessed include lighting, quality of walk/ cycle paths, gender balance in the streets and general feeling of safety. The Apps are currently being used by over 100,000 people countries such as India, Kenya, Colombia, Indonesia and Vietnam.

The big data captured with the app will be shared with eThekweni's municipal government, in South Africa, who will use it for their Safer Cities strategy. Womanity's project aims to benefit women and girls further by advocating for long-term improvements in urban planning.



Young students in Oaxaca share their experiences about online harassment during a workshop. Credit: Palabra Radio

### WOMANITY AWARD 2 HIGHLIGHTS FROM 2018



Association for Progressive Communications (APC) and their Scale up partners led by **Luchadoras** and **La Sandia Digital** have been working with Womanity since 2016 to adapt APC's successful Take Back

the Tech! campaign to equip women in Mexico to respond to online violence. Among 2018's highlights:

- Partners continued advocating to improve response to online Gender Based Violence (GVB) and violation of privacy. With this aim, Luchadoras became a safety partner with Twitter and Facebook.
- La Sandia Digital participated at the Take Back the Tech! global campaigner meet up in Nepal, to build synergy for future work against GBV and explore sustainability through self and collective care.

- Partners released "The 13 Manifestations of Gender Based Violence using Technology", an easy-to-consult typology of tech-related aggressions against women – a key contribution to the inputs that APC presented to the UN Special Rapporteur on Violence Against Women, which influenced the UN report on online GBV.
- Luchadoras moved from being a collective to become a registered organization in Mexico and is working on a sustainable future strategy.

### CURRENT WOMANITY AWARDS RECIPIENTS

YEAR	THEME	INNOVATION PARTNER	SCALE UP PARTNER
2016-2019	Tackling online violence against women	Association for Progressive Communications (South Africa)	Luchadoras (Mexico)
2018-2022	Creating safer urban environments for women	Safetipin (India)	Soul City Institute (South Africa)

“ Womanity’s selection process helped to build trust and work as partners from the outset, allowing us to start our relationships on a good footing and in a position of strength.”  
**Kalpana Viswanath, Founder and CEO Safetipin.**



# WOMENCHANGEMAKERS

## STRENGTHENING SOCIAL ENTERPRISES\* THAT BENEFIT WOMEN AND GIRLS

### THE BARRIER

Only 5% of all philanthropic funding is unrestricted. Local organisations rarely receive the kind of support that lets them invest in their core costs and strengthen their institutions or support building of their capacities to grow.

### HOW WE TACKLE IT

WomenChangeMakers (WCM) identifies and invests in growth-stage woman focused social enterprises that have the potential to scale their reach and impact. For each organisation we work together to assess their institutional development gaps and provide support where it is most needed and bring in world-class professional partners to build capacity and provide technical assistance. The outcome is stronger, more effective organisations with the infrastructure and capacity to scale.

### HIGHLIGHTS FROM 2018

- 15 social enterprises working on women's empowerment in India and Brazil have built resilient organisations and scaled their impact thanks to WCM support.
- Womanity facilitated 66 professional and tailored services to the organizations of the social entrepreneurs and provided critical advisory support.
- For every USD 1 spent by WCM and its Fellows, more than double was mobilized thanks to partners' support in pro bono and low bono mode.
- WCM's supported organisations reached 8.7 million people in 2017-2018 of which 5.6 million were women and girls.

### CASE STUDY - WCM BRAZIL

**CASA ANGELA**  
Casa Angela is a unique maternity centre located in southern São Paulo, Brazil, founded in 2009 by Anke Riedel, a physician by training. Casa Angela provides free fully-humanized prenatal care, delivery and postpartum support, and pediatric check-ups for infants from birth to 12 months. These practices were adopted within the framework of the Brazilian paradigm shift in maternal care to reduce elective caesarean sections rates, inappropriate use of technology in normal birth, maternal and newborn morbidity/mortality rates and child-bearing women's rights violations.



**IMPACT:** In the past three years, WCM support has enabled Casa Angela to scale up its operations and impact as a partner to the SUS (National Health System) allowing it to offer services to a much larger number of beneficiaries. Humanised birth grew by an annual rate that ranged from 43% to 65% in the past three years and the rate of new beneficiaries per year grew from 10% to 134% in the same period.

WCM also supported Casa Angela with business plan development and the set up of its NUPEC Research Center (Nucleo de Pesquisa, Educação e Consultoria). This centre aims to offer training, consultancy

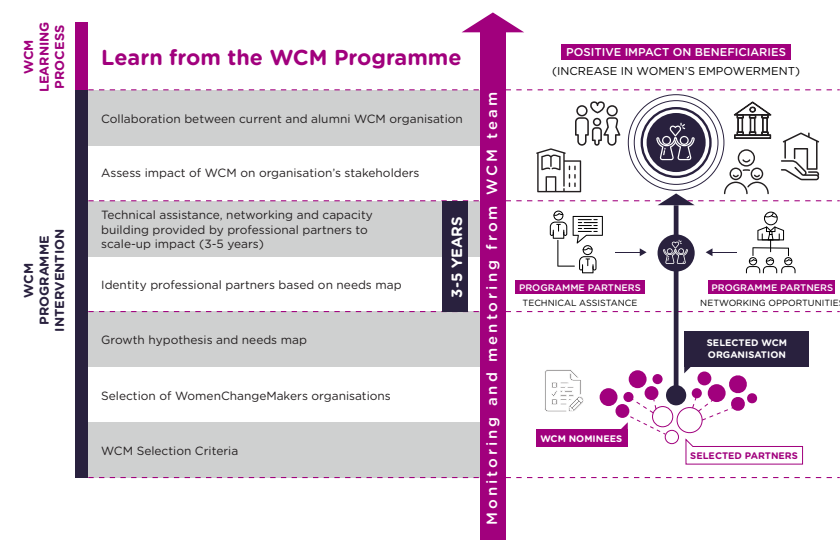
and research promoting humanised childbirth in other health institutions, as well as communities and centres. Alongside its goals to advocate for humanised birth with appropriate research and training NUPEC will also financially support Casa Angela with revenues from courses and tailored programmes for health professionals.

In the past three years, Casa Angela provided services to more than 7,500 women and enabled 987 humanised births. WCM will now focus on helping to finalise and operationalise embedding the NUPEC into the strategy of the organisation and reinforcing the leadership team.

“WCM helped us switch the organization's nature from purely an NGO to developing a business model. The transition was very good in this aspect. They also helped us with the training of the new leadership team.”

Anke Riedel, Founder Casa Angela

### THE APPROACH - FLEXIBLE AND CUSTOMIZED SUPPORT



\*entities of both types - non-profit and for profit

SPOTLIGHT

### ECOSYSTEM BUILDING

#### MAPPING INITIATIVES IN BRAZIL WORKING ON GENDER EQUALITY, IN PARTNERSHIP WITH UN WOMEN

Alongside the work of WomenChangeMakers with fellow organisations, WCM Brazil's team also worked on a major initiative in 2018: the launch of the UNA Platform, an interactive live map showing initiatives working on gender equality in Brazil, in partnership with UN Women Brazil, C&A Foundation and JWT.

The UNA Platform lists participating initiatives from all sectors by type, focus, location and more, allowing users to see who is doing what for women and where. The Platform helps those working on gender equality to see who else is working on similar issues, connect and collaborate. By providing access to information, the UNA Platform also allows initiatives to analyse how they can better add value to the sector and act more strategically.

Visit the UNA website here: [www.una.org](http://www.una.org)

### THE IMPACT BRAZIL

- ✓ Economic Empowerment - **ASTA**
- ✓ End of Violence against Women - **REDE NAMI**
- ✓ Access to employment & entrepreneurship support - **MULHER em CONSTRUCAO; Acreditar MICROCREDITO**
- ✓ Maternal Health & Wellbeing - **CASA ANGELA**
- ✓ Access to Justice - **THEMIS GENERO e JUSTICA**
- ✓ Giving Voice and Awareness - **THINK OLGA/EVA**

\* Fellows Brazil



### CASE STUDY - WCM INDIA

**MAHILA HOUSING SEWA TRUST**  
Mahila Housing SEWA Trust (MHT) organises and empowers women in urban poor communities to improve and upgrade their habitat. Through their grassroots programmes in habitat development, climate change and participatory governance, MHT works with women to exercise their rights in accessing amenities from the government and improve living conditions for their families and neighbours.

WCM supported MHT to bolster their organizational growth and expansion, as well as to develop a knowledge hub aimed at facilitating the strategic sharing of information on climate resilience and habitat improvement and improving living conditions for underprivileged people. During the support period, not only was the organisation able to develop the knowledge hub but it also grew its operations substantially and improved their sustainability.



Bijal Brahmhatt from MHT with Grassroots leaders.

**IMPACT:** In the last three years, MHT reached over 47,000 new households that add up to the 322,000 supported since inception, trained over 13,500 women as climate resilient specialists and trained 3,742 new women leaders who are serving their communities by claiming their own rights.

All in all, during the support period MHT was able to serve additional 90,000 individuals of which 2/5 are women and girls.

WCM continues to focus on supporting MHT's institutional process development and refinement as well as improving their visibility in the global landscape through strategic communication besides working with them on further fine tuning their tracking of impact data.



Bijal Brahmhatt from MHT and Bill Clinton at Clinton Global Initiative

“When we joined WCM Program, we were uncertain about the outcome from the collaboration. We never expected this kind of shift in our thinking and the internal development of our organization to take place.”  
Bijal Brahmhatt, Executive Director MHT



#### THE IMPACT INDIA

Seven areas of support:

- ✓ Education - **EDUCATE GIRLS**
- ✓ Health - **ARMMAN**
- ✓ Livelihood & Entrepreneurship - **BANDHAN KONNAGAR; INDUSTREE FOUNDATION, SWAYAM SHIKSHAN PRAYOG**
- ✓ Holistic Community Development - **BANDHAN KONNAGAR**
- ✓ Energy & Livelihood - **FRONTIER MARKETS, MAHILA HOUSING SEWA TRUST**
- ✓ Housing & Environment - **MAHILA HOUSING SEWA TRUST, SWAYAM SHIKSHAN PRAYOG**
- ✓ Anti-Trafficking & Re-integration - **APNE AAP**

\* Fellows India

#### WOMENCHANGEMAKERS PROFESSIONAL PARTNERS





# SPECIAL PROJECTS & COLLABORATIONS

## WOW FESTIVAL RIO DE JANEIRO

The Foundation contributed to the Women of the World Festival (WOW), which took place in November, in Rio de Janeiro, Brazil. Womanity invited seven women from organisations we support (as part of the Womanity Award and the WomenChangeMakers programmes) to speak during WOW. In total, they took part in 9 panels and workshops about a full range of topics related to women's rights - from how to create safer cities for women to how to use technology to advance women's rights. We also joined a panel to share about Womanity's work, challenges and impact.



Besides being a learning and networking opportunity for Womanity, we also took the opportunity to organise a workshop with the Womanity Award recipients and Fellows from our WomenChangeMakers programme. In total 12 representatives from 10 organisations joined, providing a unique moment to learn about each other, build relationships and seek out opportunities for collaboration.

## "WOW VISIONS: THE ROLE OF MEN FOR GENDER EQUITY"

Womanity in partnership with Promundo-Brasil and the WOW Festival, developed the "WOW Visions: The Role of Men for Gender Equity" project. A series of 10 videos released during the 16 Days of Activism Against Gender-based Violence. Understanding that women have actively contributed to social transformation and that men need to support and participate in this process; the WOW Visions heard and reverberated visions of women speakers at the event on how men can work as allies in promoting gender equity.



Watch the videos on Promundo-Brasil Instituto Youtube channel: <http://bit.do/faNeN>

**About WOW Festival:** The Festival draws its inspiration from WOW, a concept originally created by Jude Kelly, then Art Director of the Southbank Centre (cultural centre), in London. WOW has taken place in 23 countries between Europe, Asia and Africa. Its edition in Rio de Janeiro, the first one to occur in Latin America, was created in partnership with the NGO Redes da Maré. It assembled women from all over the city besides national and international guests in dozens of activities regarding the diversity of the feminine experience in the world today.



Women working together at WomenChangeMakers fellow Women in Construction (MEC) which trains low-income women to qualify for work in the civil construction area.

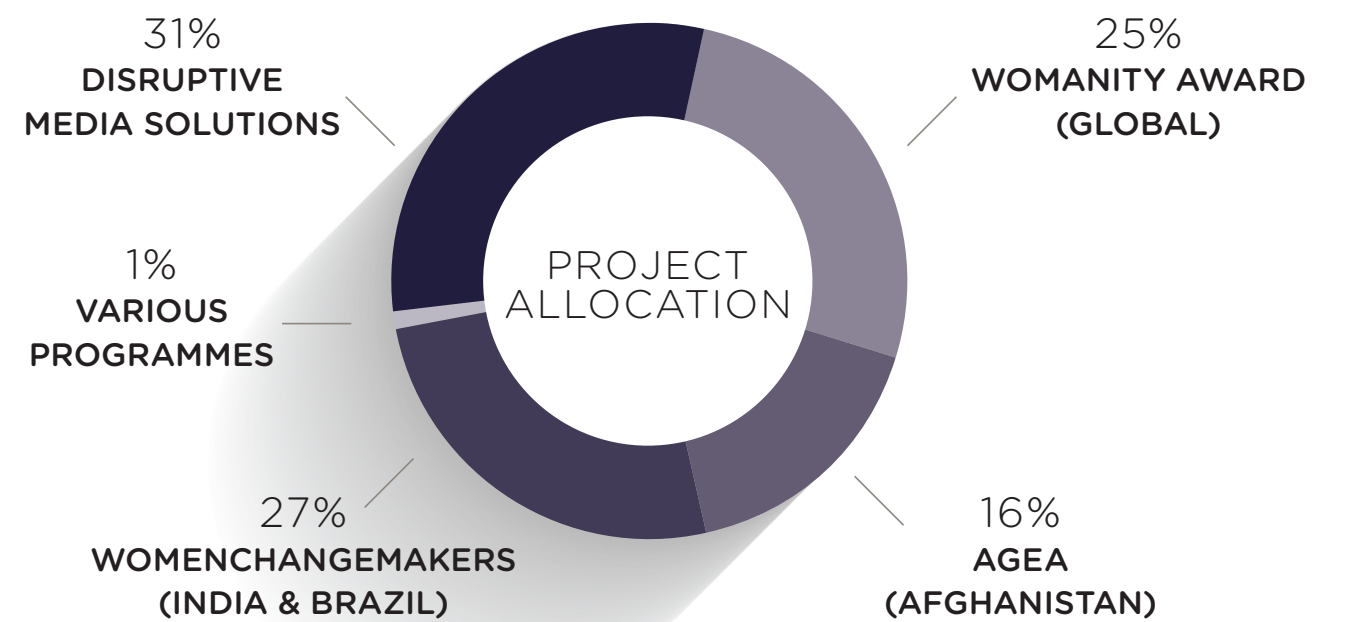
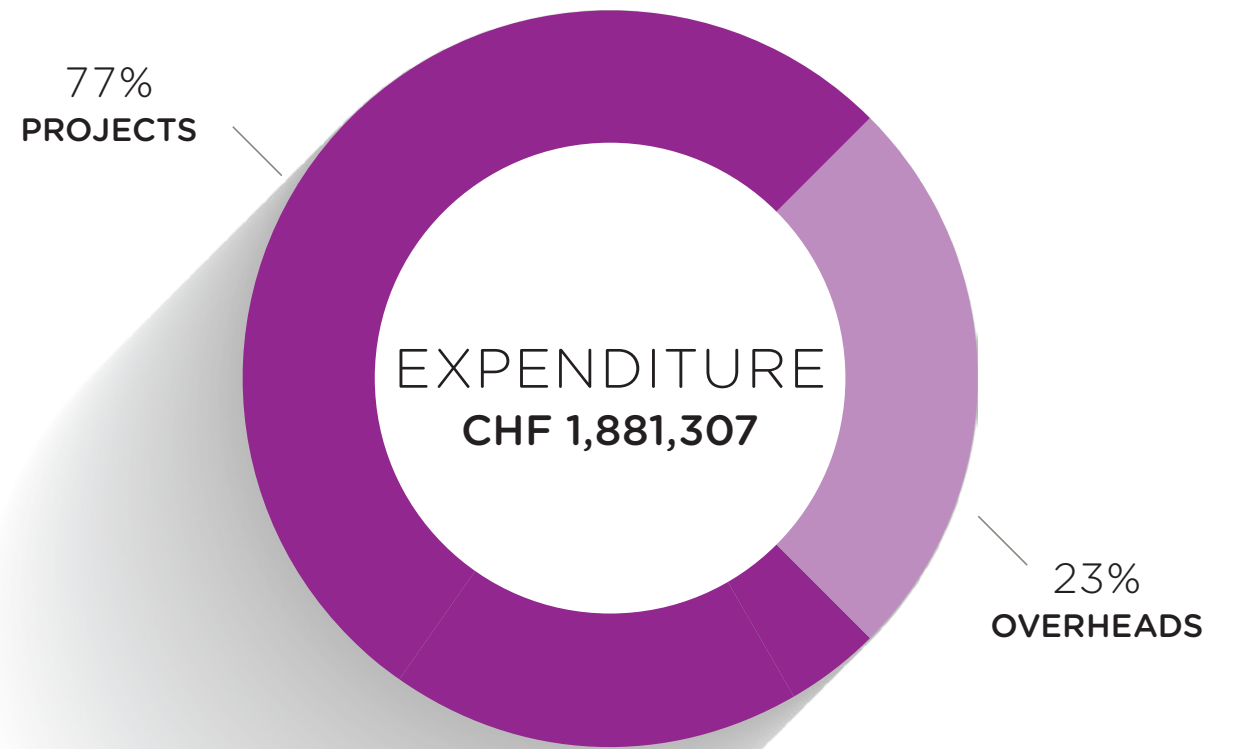
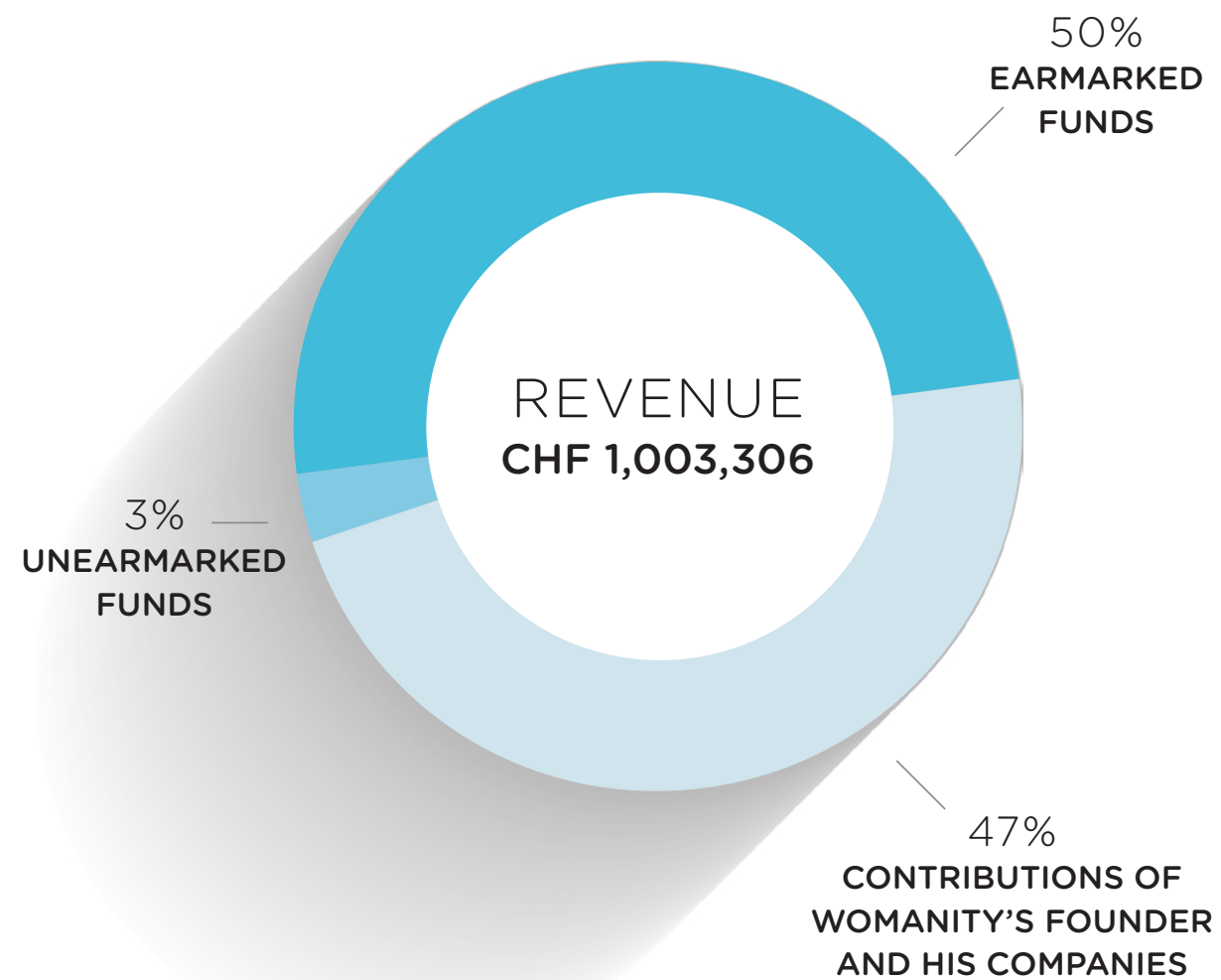


“If you want to go quickly, go alone. If you want to go far, go together.”  
Old African proverb





# 2018 FINANCIAL REPORT



These are final, audited figures, based on accounting books. The Womanity Foundation is annually audited by KPMG. Please contact [info@womanity.org](mailto:info@womanity.org) if you wish to receive a copy of the audited accounts. Womanity's Founder and President covers the foundation's overhead costs. This means that all contributions from supporters and partners are directed to the programmes. All donations to Womanity are tax deductible in Switzerland, the USA and most European countries members of the Transnational Giving Europe Network, as per applicable laws and regulation.



## GET INVOLVED

“THERE IS NO TOOL FOR DEVELOPMENT MORE EFFECTIVE THAN THE EMPOWERMENT OF WOMEN”

**KOFI ANNAN**, FORMER SECRETARY GENERAL, UNITED NATIONS

### COMPANIES

We use our expertise in business practices to work with a range of companies across different sectors. Our corporate partners offer grants and vital expertise.

### FOUNDATIONS

Our partnerships with Trusts and Foundations have enabled us to scale up our impact across the world. We also advise foundations on delivering innovative gender programming.

### INDIVIDUALS

The generosity of our individual supporters is critical to expanding our impact and we warmly welcome new members of the Womanity community.

### AMBASSADORS

The support, time and connections from ambassadors helps us to increase our visibility and raise our profile.

### GOVERNEMENT

The City of Geneva and the municipalities of the Canton of Geneva are major partners for the implementation of our activities in international cooperation.

### CREDITS

Photos by Womanity staff, fellows, recipients, partners, Farzana Wahidy, Gabriel Nascimento, CODEV-EPFL UNESCO Chair in Technologies for Development, Palabra Radio. Design: Aspel Creative [aspelcreative.com](http://aspelcreative.com)

### TO FIND OUT MORE:

The Womanity Foundation: [www.womanity.org](http://www.womanity.org)

#### WOMANITY AWARD 2 & 3 RECIPIENTS:

• APC: [www.apc.org](http://www.apc.org) • Luchadoras: [luchadoras.mx](http://luchadoras.mx) • La Sandía Digital: [www.lasandiadigital.org.mx](http://www.lasandiadigital.org.mx)  
• Safetipin: [safetipin.com](http://safetipin.com) • Soul City: [www.soulcity.org.za](http://www.soulcity.org.za)

#### WOMENCHANGEMAKERS FELLOWS:

• Rede Asta: [www.redeasta.com.br](http://www.redeasta.com.br) • Rede Nami: [www.redenami.com](http://www.redenami.com)  
• Mulher em Construção: [www.mulheremconstrucao.org.br](http://www.mulheremconstrucao.org.br) • Casa Angela: [www.casaangela.org.br](http://www.casaangela.org.br)  
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• Think Olga: [www.thinkolga.com](http://www.thinkolga.com) • Educate Girls: [www.educategirls.ngo](http://www.educategirls.ngo) • Bandhan: [www.bandhan.org](http://www.bandhan.org)  
• Industree Foundation: [www.industree.org.in](http://www.industree.org.in) • Frontier Markets: [www.frontiermkts.com](http://www.frontiermkts.com)  
• Mahila Housing SEWA Trust: [www.mahilahousingtrust.org](http://www.mahilahousingtrust.org) • Armann: [www.armman.org](http://www.armman.org)  
• Swayam Shikshan Prayog (SSP): [www.sspindia.org](http://www.sspindia.org) • Apne Aap Worldwide: [www.apneaap.org](http://www.apneaap.org)

### TO DONATE:

#### ONLINE:

[www.womanity.org/donate](http://www.womanity.org/donate)

#### SWISS BANK PAYMENT:

The Womanity Foundation  
Crédit Suisse  
1211 Geneva 70

Account: 337265-61  
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.

#### UK BANK PAYMENT:

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

Account: 03425002  
Sort code: 20-31-52  
IBAN: GB38 BUKB 2031 5203 4250 02  
Swift code: BUKGBB22XXX

#### CHEQUE:

Kindly make payable to the “Womanity Foundation”.

Post to:  
The Womanity Foundation  
55 Route des Jeunes  
CH-1212 Grand-Lancy  
Switzerland.

#### FROM THE US:

Please visit: [www.kbfus.org](http://www.kbfus.org), click on “Donate Now” and select Womanity Foundation before making the transaction.

#### FROM MOST EU COUNTRIES:

Tax-deductable donations via Transnational Giving Europe (TGE). Please contact [info@womanity.org](mailto:info@womanity.org) for guidance.

We,  
the women!

We believe in collaboration and would love to hear from you. The generous donation of funds, time or professional support from individuals and organisations help accelerate progress for women and girls. Womanity could not deliver the breadth of its work and the scale of its impact without the power of collaboration. If you would like to find out more about how you can get involved in our work, please contact **Aurelia Ovan** at [info@womanity.org](mailto:info@womanity.org)



# THANK YOU

## WOMANITY WOULD LIKE TO EXPRESS HEARTFELT THANKS TO:

### OUR DONORS

#### DONORS SUPPORTING IN 2018 GIRLS CAN CODE:

atDta Stiftung Hilfe zur Selbsthilfe  
Commune de Bellevue  
Como Foundation  
Fondation André & Cyprien  
Fondation Michèle Berset  
Fondation Virtus  
Fonds de soutien Migros  
Global Giving  
Julius Baer Foundation  
Jylag Foundation  
Linda Norgrove Foundation  
Ville de Genève  
Ville de Meyrin

#### DONORS SUPPORTING IN 2018 ARABIC MEDIA PRODUCTION/ B100RAGL:

Fondation Chanel  
Decisive Wealth SA

#### DONORS SUPPORTING IN 2018 WOMENCHANGEMAKERS:

Fondation de bienfaisance du groupe Pictet  
SEPHORA  
Charitable Foundation SYMPHASIS (for activities of  
"Women in Construction" - MEC, Brazil)  
Jylag Foundation (for activities of the programme  
implemented in India)

#### WITH THANKS TO BOARD OF TRUSTEES

- **Swiss Board:** Yann Borgstedt, Félix Bollmann, Laurent Haug, Maximilian Martin, Arnaud Mourot, Audrey Selian and John Rea.
- **UK Board:** Ranajoy Basu, Aastha Gurbax, Maurice Ostro, Natalie Pinon, Ruth Szabo, Ziad Tabet.

### OUR PROGRAMME PARTNERS

#### B100RAGL

Chanel Foundation

#### GIRLS CAN CODE

Al Fatah School  
Sardar Duad Khan School  
Spin Kalai School  
The Ministry of Education - Afghanistan  
Wahdat School  
To the companies offering internships to our students

#### RADIO NISAA

Bank of Palestine  
Deutsche Welle Academie  
International Media Support- IMS  
Paltel Group  
Representation of the Republic of Poland in Ramallah  
Swedish International Development Cooperation Agency - SIDA

#### WOMANITY AWARD

Deloitte  
Hogan Lovells  
WA3 Advisory Board and Selection Panel

#### WOMENCHANGEMAKERS

Brazil Foundation  
C&A Foundation  
J. Walter Thompson  
UN Women Brazil

#### SPECIAL PROJECTS

Promundo-Brasil  
Redes da Maré  
WOW Foundation







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The Womanity Foundation is registered in:

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