

THE  
**Womanity**  
FOUNDATION

2020 ANNUAL REPORT

# **BUILDING RESILIENCE IN WOMEN AMIDST THE PANDEMIC**



# 2020'S IMPACT ON WOMEN

**Letter from Yann Borgstedt**  
*Founder & President,  
The Womanity Foundation*

It's impossible to write a note reflecting back on 2020 without viewing the year through the pandemic lens which changed the world as we know it. The pandemic brought some stark realities under the spotlight. As an organization rooted in our vision to bring forward a more equal world for women and men, COVID -19 revealed how women are still far more vulnerable and exposed during times of crisis. More critically, it also revealed how hard-won rights for women can be lost if not fiercely protected and supported.

But even as women the world over experienced harsher economic fallout, an alarming increase in the rate of violence against them and larger care burdens for children, the elderly and the sick, there was a silver lining. As governments across the world worked to respond to COVID-19, research unravelled that in countries where women lead, the response to the crisis was quicker, more effective and stronger. As we look ahead to building back better in the future, we see first-hand how women's leadership is critical to success. 2020 also witnessed defining moments on the timeline of women's rights. The US elected its first woman vice-president through the appointment of vice-president Kamala Harris. Gitanjali Rao, a 15-year-old scientist and inventor, was selected as TIME magazine's first ever "Kid of the Year". In both instances we see reflections of long hard work on ensuring women have equal opportunities and access to lead across all fields.

At the level of our work at Womanity, we witnessed first-hand the impact of the health crisis on our partners and the local communities they serve. In Brazil, some of our fellow organizations were severely exposed with their income streams almost completely jeopardized. Our partner organizations from our Womanity Award program saw a drastic increase in cases of violence against women in their supported local communities.

School closures in Afghanistan meant that our girls could no longer attend school in person to continue learning. Despite these challenges, there were some highlights that served as big lessons learnt. In Brazil, we reacted quickly to support our fellow organizations through the release of flexible funding. Although small, this meant that our fellow organizations had enough time to recalibrate their operations and support.

We also recognized that partners who have adopted digital inclusion measures were better prepared to serve local communities especially more so during crisis times. The fact that a number of our Womanity Award partners were already implementing digital interventions to reach women survivors of violence meant that they were still able to connect with and support as physical contact became impossible. Our launch of the COVID-19 and Domestic Violence response fund ensured that we supported these partners with further work on digital interventions – and beyond.

In India, our partner organizations have long worked through women collectives in the local communities they serve. These communities showed far more resilience in dealing with the crisis emphasizing just how critical it is to push the power of decision-making back to the women on the ground.

Our Afghanistan program was readily prepared to switch classes online. We also quickly implemented measures to supply a portion of our girl students with computer equipment. Our teachers were already trained and ready to implement online learning solutions. This meant that some of our girl students enjoyed uninterrupted learning.

We also realized that there is a great opportunity to leverage media during this time. With lockdown measures in place, people took to online media to reflect on the new realities we live in. We crafted a new way to talk about how gender dynamics are a fundamental issue and not separate from

the larger crisis that our world is facing. This meant that we were able to reach and shape the thoughts of a far larger group than expected.

Our way out to a more resilient world rests on the tenets of equality across the board. Our work, collectively, has to be centred not only on promoting further rights and equal opportunities for women, but of equal importance on safeguarding and protecting what has been gained so far. It is work that we all have to do if we are to arrive at a better future for our human race.

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**A WORLD WHERE  
MEN AND WOMEN  
HAVE EQUAL RIGHTS  
AND OPPORTUNITIES**

# FOUR INNOVATIVE PROGRAMS

## 1. WomenChangeMakers

A program that supports social ventures working on women's empowerment through institutional development and capacity building of program partners. WCM has worked with 15 social ventures in India and Brazil. Collectively, during the WCM fellowship period, social ventures have supported 26m people and achieved a cumulative reach of 8 million on social media campaigns.

## 2. Girls Can Code

A skill-building program for young girls in Afghanistan, training them in English, Computer Literacy and Coding, to improve their career choices and prepare them for the labour market. 1300 girls trained in one of more courses and 614 graduated from the Coding course since 2016.

## 3. Womanity Award

A funding and institutional strengthening programme that supports innovative solutions to prevent violence against women and girls. It focuses on the power of collaboration between organisations that work in partnership to adapt programmes across different countries in the Global South. Through Womanity Award, four outstanding organisations adapted programmes centred on critical areas for prevention of VAWG such as harmful gender norms and online violence. Awardees have substantially increased their visibility and voices and created tools and documents of both local and global relevance.

## 4. Disruptive Media

A program which creates progressive media platforms and pioneering content to create fairer societies in the Middle East and North Africa region where women can play an equal role.

### Radio Nisaa

Produced and presented by women, Radio Nisaa is the first female-led community radio station in the Middle East that puts women's voices and issues on the public agenda. It launched in 2010 and is a platform for female voices to be heard and to drive public conversations on women's rights and gender roles.

### B100Ragl

In 2013, Womanity launched 30 episodes of an Arabic radio fiction "B100Ragl". The B100Ragl series confronts gender discrimination in the workforce, family, and social sphere as well as challenging prejudice, stereotypes and female oppression.

### Khateera

Khateera is a digital and social media platform dedicated to challenging existing gender stereotypes and promoting a more inclusive society for both women and men. Khateera's bold content has resulted in 425k followers on its channel.

### Smi'touha Menni

This is a 10 episode satire series that addresses gender stereotypes in the region and its consequences on society. Topics include harassment, domestic violence, masculinity, marriage. Episodes are narrated by a main character who adopts humour as she explores each topic. The episodes generated 16 million views.



# DISRUPTING THE STATUS-QUO IN AN UNEQUAL WORLD



# THE PANDEMIC MADE IT MATTER MORE

## **There has been a surge in domestic violence during the lockdown.**

Women have found it harder to cope through their mental, emotional and physical struggles. Through our COVID Domestic Violence Fund, we supported access to women survivors of violence the necessary tools and resources to cope.

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## **It was critical to keep our projects active through the global crisis**

Our team across countries have worked hard to find innovative ways to sustain our engagement with girls and women on ground during the lockdown. From taking programs online, building awareness through media, and providing flexible funding to our partners, we have stayed invested in ensuring our women across communities have the right support to continue feeling safe and secure.

# 469 GIRLS IN KABUL WERE TRAINED IN ENGLISH & ICT

## GCC was the only educational opportunity for girls during lockdown

Because of the lockdown, Womanity transitioned its classes to an online format by providing 4G internet connection to all students and trainers. Unfortunately this meant that to allow for a meaningful participation, we had to reduce the number of students to about 15 per class. When schools reopened in September, we resumed in-person classes, which allowed us to expand the number of girls who could join our courses. We then had two parallel classes per subject: one was the continuation of the online classes moved in person and the other was a new class with a reduced 4-month curriculum (Sept-December).

Our pre and post program surveys with the girls who attended our classes since April showed 10% increase in self esteem and 7% increase in feeling of independence.

## Securing the future of our girls through internship placements and scholarships

In 2020, 33 internship opportunities were filled by GCC students. We renewed our commitment to support the students currently enrolled in our scholarship programme and disbursed additional 7 scholarships. These 12 students will be accompanied until they reach graduation. In the first quarter of 2021, they will also receive a laptop from Womanity.

*“This scholarship to university and my internship with Good Neighbors International (facilitated by Womanity) really changed my life in all aspects, and helped me follow my aim of becoming a professional web developer. I want to become a symbol of success and hard work for all young girls out there who think that a girl cannot study or is unable to take care of herself.”*

**H**  
GCC graduate from Wahdat School

Our Girls Can Code (GCC) Program aims to prepare girls in grades 10th to 12th with the skills and competencies they need to advance in their professional and academic careers, enrol in STEM faculties and enter Afghanistan’s formal work force (in particular in the Tech sector).

GCC works with four schools in Afghanistan to provide 16 to 19-year-old girls with coding skills, English language skills and basic computer literacy. The programme also supports the students in accessing internships and employment opportunities.

# 20% OF PALESTINIANS LISTEN TO OUR RADIO STATION. (THAT'S OVER 340,000 WEST BANK RESIDENTS)

**Radio Nisaa is the first female-led commercial radio station in the Middle East that puts women's voices and issues on the public agenda.**

It launched in 2010 and 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.

This year, we celebrate 10 years of Radio Nisaa's disruptive content ranging from workplace discrimination, violence against women, spotlight on women in media and specifically the impact of COVID-19 on women.

*"I consider my experience in working at RN as a life-defining one as it shaped my personality, honed my skills and just developed me in various different ways. Radio Nisaa as a specialist women focused media platform gave me an unprecedented opportunity to deepen my knowledge around women and gender issues in the region which would have otherwise been limited."*

**Duaa Awad**  
Producer & Presenter, Radio Nisaa

NISAA FM  10  
سنوات من التغيير والتمكين



# CREATING A DIGITAL PLATFORM FOR DIALOGUE ON GENDER EQUALITY

Khateera is a digital and social media platform dedicated to challenging existing gender stereotypes and promoting a more inclusive society for both women and men in the MENA region. Its target audience is 16-35 Year old women and men — millennials and gen Z.

*“Despite much progress, old traditions rejecting progress still pervade in the Arab region, and a lot of women are subject to outdated laws and practices that are unjust to women. Early marriage, honor crimes, arranged marriages, violations of women’s rights at work, harassment and rape are all issues women battle with in the Arab World. Khateera was able to present this reality in an accessible way, putting its hand on the wound and shining light on taboo topics to raise Arab Women awareness about their rights.”*

Testimonial translated from Arabic from coverage on Khateera by **An Nahar newspaper** — leading Arabic Language daily newspaper published in Lebanon.

**In the first year, our work with Khateera has helped us achieve:**

38 million views  
(includes Smi'touha Memi views)

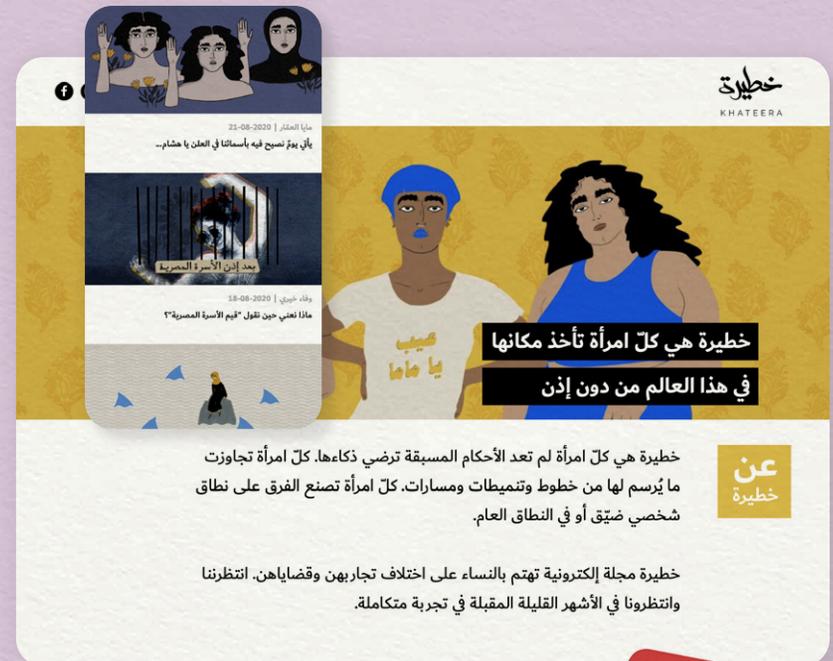
1 million engagements

425,000 followers

Khateera creates quality infotainment and inspiring content that challenges gender stereotypes. On its website — launched in May 2020 — Khateera created and published original articles in Arabic written by contributors from different Arab nationalities who took into consideration the various cultural sensitivities in the region while dissecting bold and contemporary issues affecting women and men in the region.

Khateera’s editorial content tackles a wider range of topics from Sudan’s ban on Female Genital Mutilation, Black women

experiencing harassment in Tunisia all the way to the challenges of being a female coder in the region. In addition to editorial content, Khateera produced a variety of video content such as series, tutorials, explainers, released and distributed across its social media channels (Facebook, Instagram and YouTube). Khateera’s “COVID-19 and Gender” video series in 2020 examined Women Leadership and Crisis Management during COVID, Domestic Violence: The Parallel Pandemic and Migrant Women Domestic workers during COVID.





**OUR RADICAL ONLINE  
SHOW CHALLENGING  
GENDER STEREOTYPES  
IN ARAB SOCIETY  
REACHED 16 MILLION  
VIEWS GLOBALLY.**

**Smi'touha Menni** translates to “You heard it from me” in Arabic, and is a 10 episode video, or “edutainment” series that addresses gender stereotypes in the region and its consequences on society. Each episode is approximately 6 minutes in length, and tackles the misconceptions of gender roles in Arab society today. The topics tackled, honor, masculinity, period, value of women. The episodes present facts around a topic and is narrated by a main character who adopts humour as she explores each topic. Episodes were primarily aired on Khateera’s various channels online.

**10 EPISODES**

**47 MILLION IMPRESSIONS**

**16 MILLION VIEWS ON SOCIAL MEDIA**

**2.9 MILLION ENGAGEMENTS  
ON SOCIAL MEDIA**

**3 MILLION VIEWS  
ON 80%+ OF ALL EPISODES**

**ALL WITHIN A YEAR**

# COMBATTING SEXUAL HARASSMENT, AND DISCRIMINATION AGAINST WOMEN IN BRAZIL

WomenChangeMakers (WCM) aims to support organisations working on women's empowerment at large to strengthen their resilience, sustainability, and impact via institutional strengthening and support for leadership development.

We work together to assess their institutional development gaps and bring in world-class partners to build capacity and provide technical assistance. The outcome is stronger, more effective organisations with the infrastructure and capacity to scale.



## Strengthening Think Olga and Themis' processes, tools and strategies to improve efficiency and help sustaining impact

This year we concluded our work with two on-ground organizations in Brazil (Think Olga and Themis) to help drive deeper impact through our 3-year support program. We have helped revisit their strategic plans in accordance with the changes in the Brazilian context. We worked on strengthening the team & governance structures, and enhanced the financial processes and tools. In addition to the support during the pandemic, our program enabled the beginning of the monitoring and evaluation matrix review to help our partners and us stay on course with their plans.

Think Olga's mission is to sensitise society about gender issues and their intersections while educating and equipping people willing to be agents of change in women's lives.

Themis is a feminist organisation committed to giving access to justice and human rights to women. It was created in 1993 with the objective of tackling discrimination against women in the Justice System.

*"In the year 2020, one of the most challenging in our history, Womanity played a crucial role in our survival. The emergency financial contribution for structure costs helped to keep the organizations operating without having to fire or change our team's salaries."*

**Maíra Ligouri**

Think Olga Executive Director

# IMPACTING 4.7 MILLION WOMEN IN INDIA THROUGH OUR COLLABORATIONS

Our fellows work across issues of education, health, women livelihoods & leadership, and work alongside the existing government systems for effectiveness. Over the years, they have impacted over 27 million women & girls and equipped more than 200,000 women leaders, entrepreneurs & artisans. The WCM program supported our fellows in strengthening their operations, preparing them for scale and capacity building in areas of Communication, outreach and PR.

*"As an organisation we had a strong business understanding but didn't know how to navigate the social space, so Womanity brought to us the entire ecosystem of the social side. They were instrumental in helping us having access to blended capital."*

**Ajaita Shah**  
Frontier Markets

**By supporting 8 Fellows,  
we have helped scale their  
operations to:**

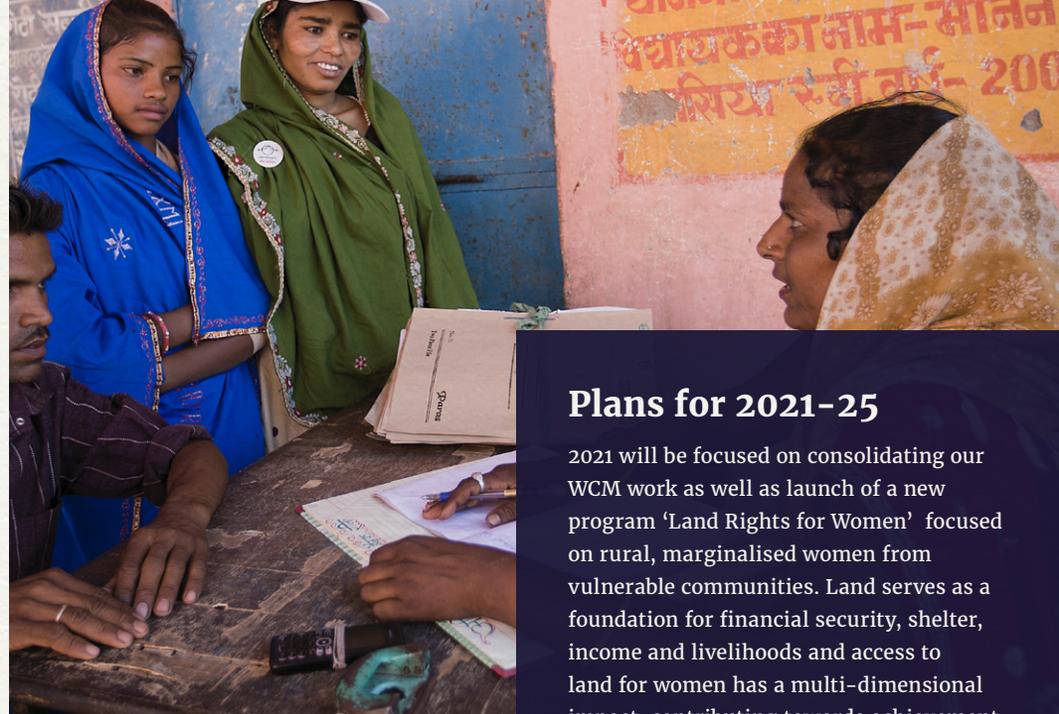
20 of 29 States across India

Engaged with 4.4 million  
pregnant and new mothers

Invested in 13 powerful  
project collaborations

## Our Fellow Organisations

Apne Aap  
Armmman  
Bandhan Konnagar  
Educate Girls  
Frontier Markets  
Industree Foundation  
Mahila Housing Sewa Trust  
Swayam Shikshan Prayog



## Plans for 2021-25

2021 will be focused on consolidating our WCM work as well as launch of a new program 'Land Rights for Women' focused on rural, marginalised women from vulnerable communities. Land serves as a foundation for financial security, shelter, income and livelihoods and access to land for women has a multi-dimensional impact, contributing towards achievement of 12 out of the 17 SDGs. During the year, we will work on operationalising the program including creating a Theory of Change, identification of partners, networks and supporters.



# INVESTING IN USING TECHNOLOGY TO AFFECT POLICY CHANGE FOR SAFETY OF WOMEN IN SOUTH AFRICA



This is our second year of support to Safetipin (India) and Soul City Institute (South Africa) as they work together to create safer urban environments for women in eThekweni municipality, East coast of South Africa. This year, they made great progress in adapting the programme to the local context. Safetipin created a new data collection tool to address specific concerns of South African women when using public transport.

Despite limitations due to the pandemic, they were able to collect data for safety audit via local women volunteers and taxi drivers. They have also established multi-stakeholder partnerships that are critical for the sustainability of the project and to solve the lack of safety for women problem at a systemic level.

Soul City is close to signing an MoU with the eThekweni Municipality,

to facilitate the inclusion of Safetipin audit recommendations in the City Safety and Crime Prevention Strategy.

*“As an intersectional feminist organization the Soul City Institute advocates for the use of technology based solutions to addressing GBV. Apps such as Safetipin are tools that help in making cities safe and more inclusive for women. Receiving the Womanity Award to implement Safetipin has given us a platform to achieve our feminist mandate of inclusivity, safer cities for women and women empowerment.”*

**Phinah Kodisang**  
CEO, Soul City Institute

*In November, we launched the Call for Proposals for the fourth round of the Womanity Award. We are looking for innovative programmes that prevent domestic violence against women and girls in the Global South. The Awardees will be announced by the end of 2021.*

# COVID RELIEF

## Providing Food, Equipment and Hygiene support in Afghanistan and Brazil

In Afghanistan, We equipped schools with hand sanitiser, thermometers, face-masks and assisted in the rehabilitation of the hygiene facilities in schools to enable regular access to water and to proper hand washing stations. We also provided laptops to 70 girls to help them continue accessing our learning programs remotely. Womanity sponsored 3335 food parcels to be distributed to families in Afghanistan and Brazil.

## Helping our Partners stay afloat

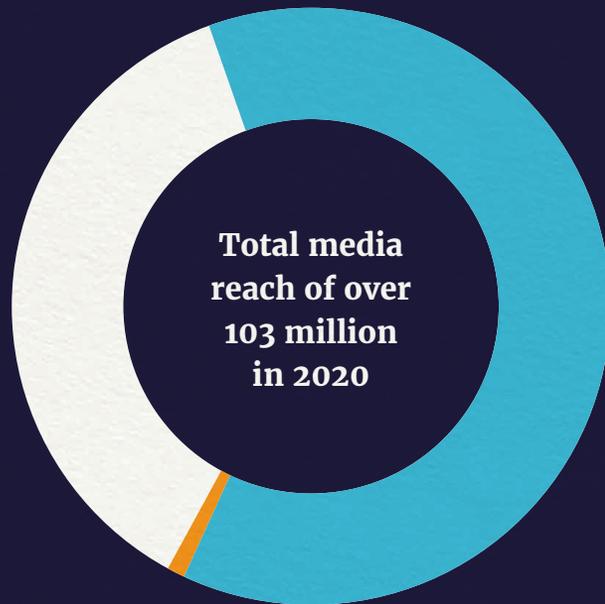
Within the WCM Program In Brazil, Womanity supported current and previous partners with the following resources to build resilience through the Pandemic: Flexible Financial resources; Mentoring to adapt strategies and program; Support with proposals and campaigns; Support to find new sources of donations.

## Protecting women facing domestic violence across Brazil, India, Lebanon, Palestine and South Africa

We launched the Response Fund to support six of our long-standing partners in 4 continents working to provide reliable support to women and girls facing an increase of domestic violence during the pandemic.

This enabled our partners to protect women experiencing violence, provide important information to women about personal safety and where to find help while raising awareness on Covid19 via radio, mobile apps and AI.

# OUR IMPACT THIS YEAR IN MEDIA



● 38 million views  
Khateera  
(Including SM)

● 65 million views  
Other Media Platforms  
(Including SM)

● 340k listeners  
Radia Nisaa

## Discussing girls' education with Afghan President Ashraf Ghani

Our Founder & President Yann Borgstedt met with the Afghan President Ashraf Ghani in Davos at the World Economic Forum to discuss the progress of girls' education in Afghanistan.

## Sharing our experience building safer cities at the United Nations Women Conference

Womanity participated in the bi-annual closed UN Women Conference along with our partners Safetipin and Soul City. We shared our collective experiences and challenges working to create safer cities for women.

## Launched the first Emirati Women Writers Room

In partnership with Break The Room Media and United States Consulate General - Dubai, we launched a women writers program focussed on women's issues.



# OUR TEAM

**We are a lean, passionate team committed to breaking barriers and unlocking women's potential to help communities thrive.**

Whether it's innovating and delivering our own programmes or supporting selected social changemakers, we get involved to disrupt the status quo and accelerate change. This mission has led us to work on the prevention of violence against women, supporting grassroots organizations, girls' education, leveraging media for gender equality, and most recently, women's access to land rights.

We have found these to be critical challenges faced in low-income communities in the global south. We strive to address them through innovative solutions and partnerships. Our role is to support innovative ideas, facilitate collaboration, and create platforms that enable social change.

# PARTNERS

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## Girls Can Code

Al Fatah School  
Sardar Duad Khan School  
Spin Kalai School  
Wahdat School  
The Ministry of Education – Afghanistan  
Samuel Hall

## Smi'touha Menni

Dwan Kaoukji

## Radio Nisaa

IMS  
CARE International  
Canada Feminist Fund  
Consulate General of Spain  
The National Beverage Company Coca-Cola/  
Cappy (NBC)

# DONORS

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## Girls Can Code

Dr. Rau Stiftung  
Manor Hauptsitz  
Fondation Jylag  
Fondation Coromandel  
Julius Baer Foundation  
Commune de Bellevue  
Ville de Geneve (City of Geneva)  
Republique et canton de Geneve (Republic  
and State of Geneva)  
GlobalGiving

## Smi'touha Menni

Ascential Events Europe Ltd  
Fondation Chanel

## WomenChangemakers

Brazil Foundation  
C&A Foundation  
J. Walter Thompson  
UN Women Brazil  
Demarest Lex Mundi  
Social Synergy  
Mercuri Urval  
PWC

## Womanity Award

Investigación en Salud y Demografía (Insad)  
Zigla Consultores  
Dwan Kaoukji  
Nikki van der Gaag  
Jane Kato-Wallace  
Prof Rebecka Lundgren, Center on Gender and  
Health (University of California at San Diego)

## Womanity Award

Wellspring Philanthropic Fund (WPF)  
FPOS - Open Society Foundations

## We Mean

Us Disbursing OFC Symbol

## WomenChangemakers

### Brazil

Stiftung Symphasis  
Jylag Foundation  
CIPS

## Unrestricted

MSC Mediterranean Shipping Company



# VISION FOR 2025

**Advance gender equality indicators in the communities we serve**

**Increase and leverage funding by 25% in our thematic areas**

**Build capacity and resilience of our partners through advisory, training, and networking support**

**Build and disseminate evidence to impact transformational change by engaging in the gender dialogue through events, research, and reports**

**Build partnerships for sustainable impact on ground through our programs**

**This is possible only through the generous support of our partners and collaborators. We are grateful for your donations, time, advice, and actionable collaborations. Thank you for believing in and supporting our mission.**

## **Via Cheque**

Kindly make payable to the "Womanity Foundation".

Post to:

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

## **From United States**

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

## **Other EU Countries**

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

## **[womanity.org/donate](https://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  
1 Churchill Place,  
London, E14 5HP.

Account: 03425002

Sort code: 20-31-52

IBAN: GB38 BUKB 2031 5203 4250 02

Swift code: BUKBGB22XXX

*Womanity's administrative costs are covered by our founder, which allows your contribution to go directly to programs. Donations received are directed to the areas of greatest needs. They allow us the flexibility to respond to opportunities and needs to reach our objectives in each of the programs and are critical to our success.*

*If you would like to find out more about how you can get involved in our work, please contact Melissa de Roquebrune at [melissa@womanity.org](mailto:melissa@womanity.org)*

**“While being a NGO, Womanity applies the best practices of efficiency derived from the private sector. This translates into proper planning, excellence in execution to the benefit of the projects supported.”**

**David Rofeh**  
CEO, Code Eve

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**At Julius Baer Foundation, we value courage. The Womanity Foundation is working every day with courage, accuracy and persistency in motivating girls in Kabul, Afghanistan to learn ICT and coding.”**

**Christoph Schmocker**  
CEO, Julius Baer Foundation



# WHEN WOMEN PROSPER, HUMANITY THRIVES

The Womanity Foundation rose to 138th position in the top 500 NGOs. 2020 Worldwide ranking by ngo advisor, a Geneva-based independent media company. This saw us move up 41 places from 187th position in 2016. The list identifies social development and humanitarian non-governmental, non-profit organisations which excel in innovation, impact and sustainability.

Our work at Womanity focusses on directly impacting the Sustainable Development Goal #5 (SDG: Gender Equality) set by the United Nations. Additionally, our programs contribute to 6 more SDGs stated by the UN (No Poverty, Quality Education, Decent Work & Economic Growth, Reduced Inequalities, Climate Action, and Partnerships for the Goal).





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