

# ANNUAL REPORT

2019

**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 **146TH 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.



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**LETTER FROM OUR FOUNDER AND PRESIDENT**

2019 has been an important year for all of us who work to make the world a better place for women and girls.

We saw a 16-year-old girl become the face of a global movement for climate change, standing up at the UN Climate Summit in New York condemning world leaders for their lack of action with a determination that struck the world. A 29-year-old PhD candidate, Katie Bouman, who created an algorithm that got the world its first image of a black hole which will help revolutionise the understanding of black holes going forward, proving to the world once again that women are critical to our collective progress. And NASA Astronauts Jessica Meir and Christina Koch who took part in the first all-women spacewalk in October which forced NASA to appropriately re-size spacesuits for women, breaking down the legacy of sexism that women in STEM fields face.

These defining moments for women in 2019 make us reflect deeper on the impact of our work at Womanity. Our Girls Can Code programme in Afghanistan aims to not only prepare girls for STEM careers, it also shatters societies' perceptions about women's role and contributions to the sector. The work of our WomenChangeMakers Fellow, Educate Girls, which aims to put every Indian girl back in school and is rooted in the belief that progress is only possible when access to education is made equal.

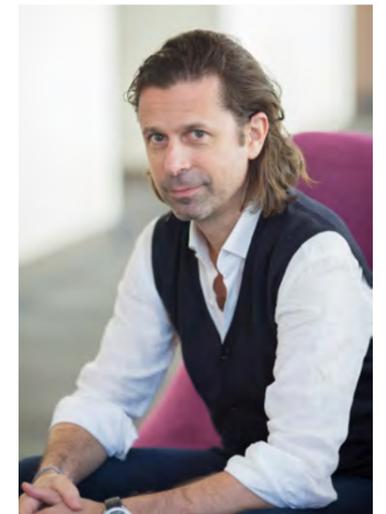
Many of you will also remember the iconic photographs emerging from Sudan of a women-led uprising where Alaa Salah, a young Sudanese student dressed in white and stood on top of a car, led protest chants. The iconic image which was taken during the widespread protests just days before the President of Sudan was arrested, went viral and the image of Salah has been dubbed as "Lady Liberty" of Sudan. Women and youth were the driving force of the movement in Sudan, representing more than 70

per cent of the protestors. Salah went on to address the UN Security Council, calling on the international community to ensure women's meaningful participation in the transition process going forward.

This was possible thanks to the power of media which amplified Sala's voice, showing once again what a powerful tool for change media can be. When used well it can break down barriers and provide a platform to reflect the multiple voices and perspectives critical to propel positive social change. This is why, since 2010, Womanity has invested in media programmes giving women a voice and engaging millennials to transform power relations and shift societal norms.

But 2019 also showed us that much more still needs to be done concerning violence against women. In 2019 a young woman from Spain was finally awarded justice after being raped in 2016 by a group of men who referred to themselves as La Manada – 'the wolf pack'. A lower court verdict had found the five men guilty of the lesser charge of sexual abuse after the trial painted the survivor as a willing participant, pointing to photos from her social media accounts that showed her living life as normal in the months following the attack. The 2019 Spanish Supreme Court ruling found the men guilty of rape and increased their prison sentences, showing a shift away from the culture of victim-blaming.

Statistics today estimate that one in three women still experience gender-based violence in their lifetime. The estimated global economic impact of gender-based violence is \$8 trillion. The social impact of gender-based violence can't be quantified, nor ignored. This has to change. And this is why we continue investing in our Womanity Award programme which works to adapt and scale innovative models focused on ending violence against women and girls across different countries.



Your support, combined with the skills, commitment and immense dedication of our expert 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 commitment to making an impact and an appetite for taking on innovative approaches to challenge the status quo.

I hope you enjoy reading this report as much as I did. Thanks to our many supporters, donors, local partners, staff and board members - without whom our work would not be possible. I look forward to continuing our journey together in 2020 towards a fairer and more prosperous world for everyone.



**YANN BORGSTEDT**  
 FOUNDER AND PRESIDENT,  
 WOMANITY FOUNDATION

## THE WOMANITY FOUNDATION ABOUT US

We believe in a world where all women and men enjoy equal and full social, economic and political rights.

We work towards a more inclusive society, accelerating gender equality through innovative investments. Guided by our vision to contribute to a world where all women and men have equal rights and opportunities, we invest in audacious solutions that accelerate sustainable social change.

### OUR GOALS

- Support **innovation** in the field of philanthropy
- Support girls' and women's access to quality **education** and training
- Create employment, revenue generation and **professional opportunities** for women
- Promote new media platforms that give women a **voice** in society and challenge existing gender stereotypes
- **Prevent** violence against women and girls

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

# CHF 13,259,192

## INVESTED IN PROGRAMMES TO DATE

## OUR APPROACH

Incubating impactful ideas.

**We test** new ideas, adapt and develop pioneering programmes.

**We scale** innovations that support women's progress by building capacity and reach.

**We catalyse** innovative solutions, creating the best chance for sustainable, long-term impact.

**We build** disruptive media solutions that challenge gender norms.

### OUR VALUES

- ✓ We are inclusive of men and women
- ✓ We believe in the power of partnerships
- ✓ We believe in investing in bold ideas for the long term
- ✓ We are action oriented and impact driven
- ✓ We have no political affiliations
- ✓ We have no religious affiliations



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 FOCUS

We work to accelerate gender equality through innovative investments. 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. Here's how!



### GIRLS CAN CODE

We teach coding and computer literacy to Afghan girls, preparing them for careers in tech.



### WOMANITY AWARD

We adapt and scale innovative programmes focused on ending violence against women and girls across different countries.



### WOMENCHANGEMAKERS

We strengthen social ventures that benefit women and girls.



### DISRUPTIVE MEDIA

We leverage the power of media to challenge gender stereotypes for a more inclusive society.

## OUR REACH



## 2019 AT A GLANCE

### JANUARY

On the International Day of Education, with our support, 2016 Womanity Awardees Luchadoras, La Sandía Digital and APC launched the online campaign La Clika. It was designed to reach young women who were experiencing – or might face – cyber violence.

### MARCH

Girls Can Code began its academic year with 722 girls officially enrolled.

### APRIL

Womanity presented the Girls Can Code programme at the WSIS Forum panel “Knowledge societies, capacity building and e-learning / Media”.

Our 2018 Womanity Awardees Safetipin and Soul City Institute for Social Justice started their work to adapt the Safetipin Apps in South Africa.

### MAY

Womanity joined a panel to discuss the SIGI Global Report and how global private philanthropy is reshaping the development landscape at an event hosted by the OECD Development Centre.

### JUNE

Womanity co-hosted a side event at Women Deliver Conference to design solutions to end violence against women. The session was organised in partnership with Pro Mujer, The Kering Foundation and Hivos.

### JULY

Womanity WomenChangeMakers Fellow Industree Foundation received The White House-led Women’s Global Development and Prosperity (W-GDP) Fund in partnership with USAID (the US Agency for International Development.)

Our three-year Womanity Award programme focused on ending online gender-based violence (OGVB) in Mexico – led by APC, Luchadoras and La Sandía Digital – was concluded with great results.

Esquenta WOW events and Womanity organized a series of workshops for WOW Festival 2020. WomenChangeMakers Fellows Think Olga, Themis, MEC, Accreditar and Pannela Castro took an active role in round-table discussions about investing in Brazil.

### AUGUST

The #TecnoLovers web series went live! Developed by Luchadoras – with the support and funding of the Womanity Award – the series used short films to tell the story of women’s relationship with technology.

### SEPTEMBER

Womanity President Yann Borgstedt was invited by Julius Baer Foundation to present the achievements of Womanity’s Girls Can Code programme.

### NOVEMBER

Radio Nisaa won the Radio Initiative of the Year Award at the ASBU BroadcastPro Middle East Summit 2019. Maysoun Odeh Gangat was invited to speak as part of the Women in Media panel.

Womanity translated the Oxfam GB report A Leap of Faith to be used as a framework for a round-table with Brazilian donors at a Women of the World session in Fortaleza, Brazil.

Safetipin and Soul City launched the Womanity Award programme to create safe cities in South Africa during the African Forum for Urban Safety, in Durban.

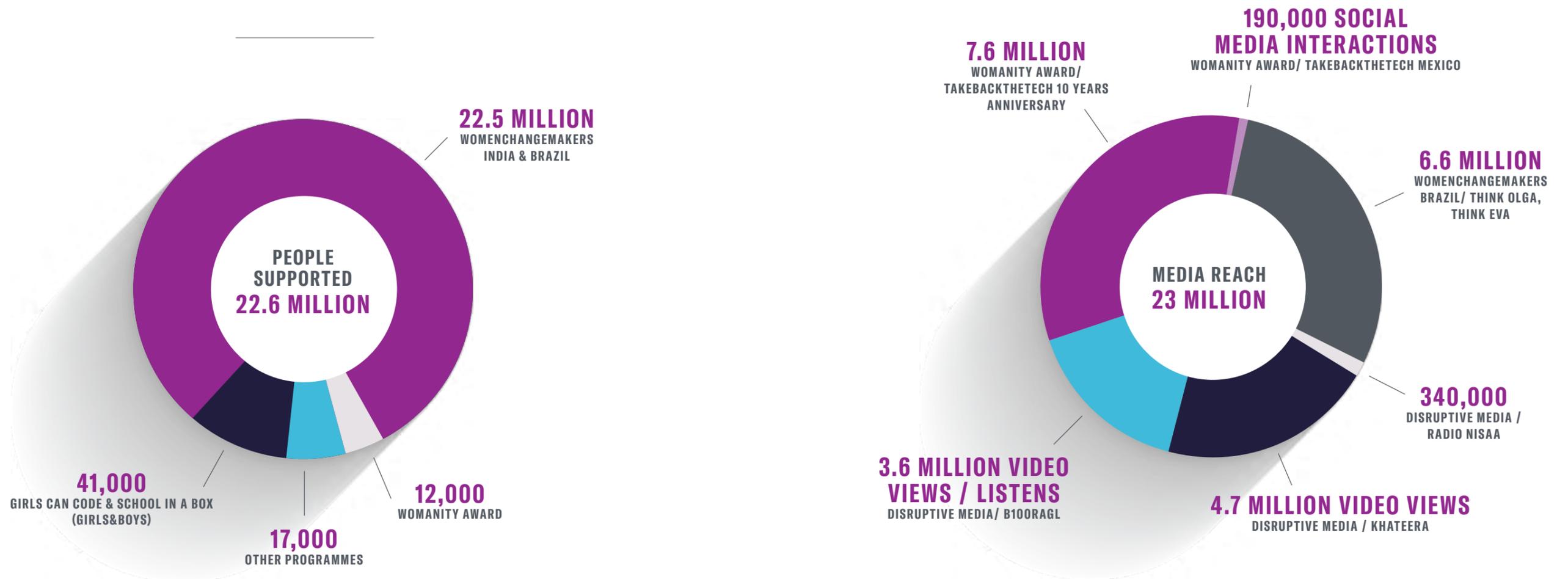
### DECEMBER

564 girls graduated from our Girls Can Code 2019 courses.



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

## OUR ACHIEVEMENTS SINCE 2005



### WOMENCHANGEMAKERS

15 social ventures working on women's empowerment in India, Brazil have built resilient organisations and scaled up their impact.

Collectively, social ventures have supported 22.5 million people and reached 6.6 million people via media campaigns.

### WOMANITY AWARD

Through the Womanity Award, four outstanding organisations have already adapted ground-breaking initiatives addressing violence against women and girls across new geographies

Awardees have substantially increased their visibility and voices and created tools and documents of both local and global relevance.

### GIRLS CAN CODE & SCHOOL IN A BOX

1,224 Afghan girls have completed at least one of our English, computer Literacy and coding classes, of them 435 completed at least two courses and 503 graduated from the coding and web development class.

Our holistic approach "School in a Box" has equipped 15 schools in Afghanistan to provide quality education to 33,000 girls (and 6,700 boys).

### RADIO NISAA

The Radio Station has an estimated audience of 340,000 listeners in the West Bank.

Launched in 2010, Radio NISAA is a leading actor giving a voice and a platform to women in Palestine and received important recognitions, among them: Ashoka and Synergos fellowships and Schwab Award.

### B100RAGL

The three editions of the B100Ragl series received a combined 3.6 million video views and listens.

38% respondents declared that the series helped them to better understand the context of the topic presented.

### KHATEERA

Launched in June 2019, Khateera, the flagship platform of WeMean, had 59,000 followers by the end of the year.

The bold digital content challenging gender stereotypes in the MENA region produced by Khateera received 4.7 million cumulative video views in 2019.

### OTHER SUPPORTED SOCIAL MEDIA CAMPAIGNS

The 10 year anniversary of TakeBackTheTech, a campaign reclaiming space and voice for women in the internet, had a reach of 7.6 million people worldwide. TakeBackTheTech Mexico campaigns had 190,000 engagements and interactions online (Womanity Award 2).

Think Olga/Think Eva social media campaigns on women's empowerment had a reach of 6.6 million people (WomenChangeMakers Brazil).

**PROGRAMMES  
OVERVIEW 2019**



# 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%. 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 (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. 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. The programme also supports the students in accessing internships and employment opportunities.

## HIGHLIGHTS FROM 2019

- 564 completed the Girls Can Code coding classes.
- 14 internships with local companies secured.
- 64 students from the 2016-2019 cohort enrolled in STEM higher education programmes.
- Samuel Hall\*\* external evaluation on the programme was completed and GCC was found to have created meaningful changes in Afghan girls' lives since its launch in 2016.

## CLASSES IN 2019

In 2019 our GCC programme touched the lives of 564 young Afghan women. Many of our students (148 in total) learnt coding skills, including HTML, CSS, Bootstrap, JavaScript, JQuery, SQL, PHP and WordPress. Meanwhile 206 students took part in English classes and 210 students took part in computer literacy classes. In total, 78% of students completed the class they enrolled in.

According to an external evaluation conducted in 2019 by Samuel Hall, students in GCC report a positive experience in attending the courses including acquiring new tech and softskills that they believe are useful in the many sectors they might decide to work in. They also expressed increased feelings of self-worth, self-efficacy and self-confidence.

## PREPARING STUDENTS FOR UNIVERSITY

As part of our drive to get more girls into STEM (Science, Technology, Engineering and Mathematics) careers, Womanity prepared 785 students for the national exam – known as The Kankoor Exam – to enter university. The preparation course lasted 80 days, after regular school hours, and focused on mathematics, chemistry, physics and biology. Of the 436 students tutored in 2018, 53% took the exam and of them, 95% passed. Results for 2019 tutored students will be available in 2020.

## ROLE MODELS & SOFT SKILLS

As part of the GCC programme, students are trained how to write a CV and receive tips on how to prepare for a job interview.



Student taking an exam in one of our supported schools. Credit: EW

\*<http://asiapacific.unwomen.org/en/countries/afghanistan/about-us>  
 \*\*Samuel Hall is a consultancy company with a long-established presence in Afghanistan and a deep understanding of its socio-political and cultural context. <https://www.samuelhall.org>



Womanity programme coordinator, interviews a student in Al Fatah Coding class in 2019. Credit: FW



Students during a class in one of our supported schools.



Students helping each other during coding classes in Sardar Duad Khan School. Credit: FW

Six female role models were also invited to meet the coding students. Among them was Shabana, Founder of Afghan Girls In ICT who encourage more women and girls into STEM careers. The invited role models discussed their professional careers, addressed challenges and ways to overcome them and encouraged the girls to be strong and confident. These meetings proved to the students that Afghan women can work in tech too, and have professional dreams even if they live in difficult circumstances. This was particularly true as two role models were living in a refugee camp.

## SCHOLARSHIPS TO UNIVERSITY

To support GCC graduates in pursuing careers in the tech sector, Womanity provides scholarships to meriting students. In 2019, six alumni obtained this scholarship which covered their university costs.

*"With the support of Womanity, I am able to continue my education, and I can fully focus on my studies. It was really hard to be under pressure of bad economic conditions at the same time as being a successful university student. I am thankful to Womanity for providing such an opportunity. This scholarship will help Student of GCC in 2018, now a student in the Isteqlal private university.*



Shabana's presentation as role model to our students in Al Fatah School. Credit: Farzana Wahidy



I really like coding. I always wanted to know how websites were built. This course is very effective for girls, as it is very important for our self-development. It allows us to learn how to build websites, to feel self-confident and connected to the world."

**MINA**

SPEEN KALAI HIGH SCHOOL - CODING AND WEB DEVELOPMENT COURSE

# 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 capacity building and institutional development to grow their infrastructure.

## HOW WE TACKLE IT

WomenChangeMakers (WCM) identifies and invests in growth-stage and woman-focused social enterprises that have the potential to scale their reach and impact. We work together to assess their institutional development gaps and provide support where it is most needed. We 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.

## HIGHLIGHTS FROM 2019

- 15 social enterprises supported in India and Brazil.
- 70 professional and tailored services provided to the organisations.
- WCM's Fellows supported 22.5 million people between 2013-2019 of which 14.6 million women and girls and reached 6.6 million via social media campaigns

## CASE STUDY – WCM BRAZIL

### ACREDITAR

Acreditar supports the incubation of businesses. It provides financial education, technical advice and productive microcredit to entrepreneurs who set out to create their own businesses in small cities and rural areas of the northeast region of Brazil. Since 2006, the organisation has served 11,000 entrepreneurs, of whom 70% are women. Applying a gender lens approach, with a self-designed methodology to boost women's empowerment, is one of the key priorities for Acreditar.

In 2019, the organisation decided to strengthen its microcredit fund to provide more financial sustainability



Absalete Isaura, a small farm entrepreneur supported by Acreditar.



Maria José, small shop owner supported by Acreditar.

to supported businesses. WCM helped develop a communication plan to better position and increase Acreditar's capacity to attract funds. It also supported the team's media training and a design company refreshed Acreditar's image. The efforts paid off and Acreditar could fundraise a significant amount of unrestricted funds from the Itau Social Foundation and the Volkswagen Foundation Prize in 2019.

WCM also helped incorporate the M&E framework - first developed when Acreditar joined the programme - in the organisation's culture. A consulting company was hired to collaborate with the team and help revise the organisation's processes and tools as well as to train the team to analyse results.

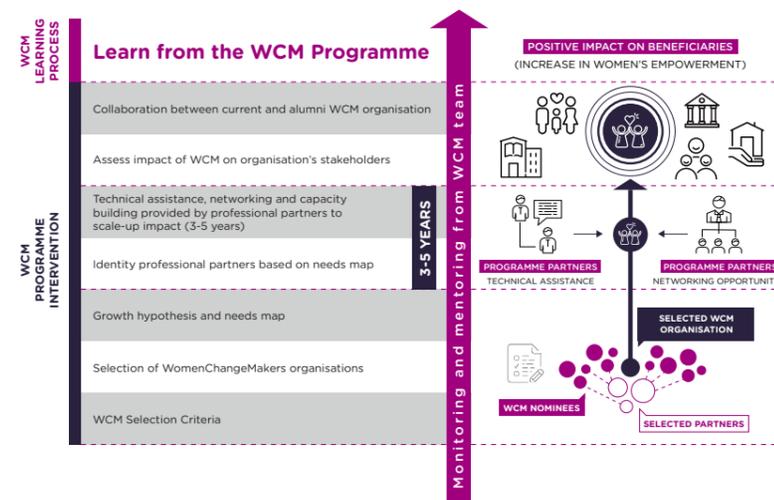
www.acreditar.org.br

## OUR FELLOWS IN BRAZIL

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



## WOMENCHANGEMAKERS APPROACH – FLEXIBLE AND CUSTOMIZED SUPPORT



Acreditar Team celebrating the organization's anniversary.

“The Foundation’s support is a big reason why Acreditar still exists. It really made a difference. It strengthened the organisation. We are new, different. The Foundation helps us think about our challenges and works with us on solving them.”

**LILIAN PRADO**  
DIRECTOR AND FOUNDER, ACREDITAR

## CASE STUDIES – WCM INDIA

### ARMMAN

ARMMAN is an India-based non-profit committed to improving the wellbeing of pregnant women, new mothers, infants and children in the first five years of their life. ARMMAN leverages technologies to create scalable solutions to reduce maternal, neonatal and child mortality and morbidity. It works closely with government to scale its intervention.

WCM India has worked with ARMMAN over the last three years, with support for initiatives such as the transition of mMitra, their voice-based health service for pregnant women to a large government mandated program, Kilkari, covering 13 states. Apart from baselining institutional functions, Womanity helped in strengthening the administration and HR systems.

In 2019, mMitra and Kilkari had a combined reach of 6.5 million women.

ARMMAN has been awarded the Skoll Award for Social Entrepreneurship 2020, recognising its ability to drive sustained change on the world's most pressing problems.

- [www.armman.org](http://www.armman.org)
- [www.armman.org/case-stories](http://www.armman.org/case-stories)



“Scale is not just about the number of people reached. It's about the quality of care they receive and the eternal struggle of finding depth in breadth especially in a country of 1.3 billion.”

**DR APARNA HEGDE**  
ARMMAN FOUNDER

### OUR FELLOWS IN INDIA

- ✓ 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

### SWAYAM SHIKSHAN PRAYOG (SSP)

SSP is an India-based non-profit that promotes inclusive, sustainable community development by empowering women in low income climate threatened regions (drought, flood etc). Their approach is to transform grassroots women from beneficiaries to decision makers.

WCM India has supported SSP over the last three years, with six strategic collaborations. These have been conducted mainly in partnership with Social Synergies, working towards a more structured women-centric strategy and operating model, that identifies rural women as individuals with the power to lead. They train and build the agency of rural women to first recognise themselves as farmers, entrepreneurs, changemakers and leaders and then work across themes such as Entrepreneurship, Climate Resilient Farming, Energy, Water and Environment, and Health and Nutrition.

In 2019, SSP supported an additional 34,000 women through their various programmes (reaching a total of 179,000 since its inception).

- [www.swayamshikshanprayog.org/what-we-do/#women-lead-change](http://www.swayamshikshanprayog.org/what-we-do/#women-lead-change)
- [www.swayamshikshanprayog.org/voices-of-women](http://www.swayamshikshanprayog.org/voices-of-women)

### 2019 WCM INDIA FELLOWS RECOGNITIONS

SPOTLIGHT

- Industree Foundation received The White House-led Women's Global Development and Prosperity (W-GDP) Fund in partnership with USAID (the US Agency for International Development.)
- Educate Girls was named an Audacious Project at the TED Stage in Vancouver, Canada on 16th April 2019. This makes Educate Girls the first Asian and the only Indian non-profit ever to have been chosen as one of the Audacious ideas!
- Economic Times, a leading business daily in India, awarded Educate Girls Founder Safeena Husain the Beyond Business Award at the Economic Times Prime Women Leadership Awards for 2019.
- Mahila Housing SEWA Trust received the 2019 United Nations Global Climate Action Award for Women's Action Towards Climate Resilience for Urban Poor in South Asia in September 2019.
- MHT received the prestigious United Nations Sasakawa Award for Disaster Risk Reduction in May 2019.
- Ajaita Shah, founder of Frontier Markets, received the Impact Finance Award for Highest Impact at the SDG Finance Summit in Geneva.



### WOMENCHANGEMAKERS PROFESSIONAL PARTNERS

“Empowering grassroots women's collectives to create sustainable livelihoods and communities that work in harmony with nature realises our vision of a resilient future.”

**PREMA GOPALAN**  
FOUNDER AND EXECUTIVE DIRECTOR, SWAYAM SHIKSHAN PRAYOG

# WOMANITY AWARD

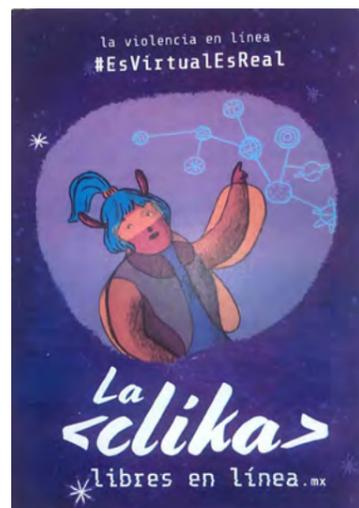
## Adapting and scaling innovative solutions to address the root causes of violence against women and girls.

### THE BARRIER

One in three women around the world will experience violence in their lifetime. The harmful consequences for women's physical and mental wellbeing prevent them from participating fully in, and contributing to, society. Although there are many strong programmes addressing violence against women and girls (VAWG) 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 finds innovative programmes that address the root causes of violence against women and girls and focuses on the power of collaboration between organisations in different countries. The award provides funding, capacity building and access to networks that enable the project's impact to be leveraged and adapted.



La Clika: animation campaign against online violence launched in 2019.

### WOMANITY AWARD 2 HIGHLIGHTS (2016-2019)

In 2019, the Womanity-supported partnership between the Association for Progressive Communications (APC) and their partners - led by Luchadoras and La Sandía Digital - was concluded. They have worked since 2016 to adapt APC's successful Take Back the Tech! (TBTT) campaign to address the widespread problem of online gender-based violence (OGBV).

During the three-year partnership, they created strategies and campaigns to:

- Challenge norms that perpetuate discrimination and violence.
- Enable women to proactively respond to online abuse.
- Build awareness on how women and girls experience violence online.
- Claim virtual space.
- Creatively influence policies and practices.

All partners played a key role in positioning OGBV as a priority and Luchadoras is now seen as a reference in this field in Mexico. The concern and level of public interest from society,



Public presentation of the project Voces de Mujeres in Mexico. Credit: Luchadoras

the media and the authorities about the issue increased considerably since the beginning of the Award. Some of their main achievements:

- **Seven different audio-visual pieces** and campaigns including an animation called La Clika and a video series called #Tecnolovers. These saw a combined reach of **more than seven million people** through their websites and social media channels.
- **Participation of more than 11,000 people** in different workshops, courses and face to face events, mostly in Mexico but some in other countries.
- **Creation of key tools and documents that became global references** and frameworks for digital security training and diagnosing cases of OGBV. One example is the "13 Manifestations of Gender-based Violence using Technology" typology that describe and group different expressions of OGBV and have been translated into English, French, Arabic, Bengali, Braille and sign language.
- **Accompaniment and documentation** of over 180 cases of OGBV globally and over 24 face to face digital security training sessions with collectives or



Volunteers trained to use My Safetipin App to audit the safety in the city.

- **Key lessons** informed reports and meetings with the UN Special Rapporteur on Violence Against Women and UN Special Rapporteur for Human Rights Defenders.

- [www.apc.org](http://www.apc.org)
- [www.luchadoras.mx](http://www.luchadoras.mx)
- [www.lasandiadigital.org.mx](http://www.lasandiadigital.org.mx)
- [www.takebackthetech.net](http://www.takebackthetech.net)

### WOMANITY AWARD 3 HIGHLIGHTS (2019-2022)

Womanity Award 3 recipients Safetipin and Soul City Institute for Social Justice have been working with Womanity since 2019. The aim is 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 and cycle paths, gender balance in the streets and a general feeling of safety.

In 2019, Safetipin and Soul City Institute for Social Justice made really good progress on the programme to improve the safety for women in eThekweni municipality, East coast of South Africa.

To adapt the Safetipin App to the local context, some of the first steps were to understand women's experiences when using public transport and taxis, train volunteers to conduct safety audits and collect data about the city's infrastructure. It was also key to establish the multi-stakeholder partnerships that are critical to the implementation and sustainability of the project.



Taxi drivers training to collect images of Durban at night as part of the Safetipin adaptation to South Africa.

### CURRENT WOMANITY AWARDS RECIPIENTS

Year	Theme	Innovation Partner	Scale up Partner
2016-2019	Tackling online violence against women	Association for Progressive Communications (South Africa)	Group of collectives led by Luchadoras and La Sandía Digital (Mexico)
2019-2022	Creating safer urban environments for women	Safetipin (India)	Soul City Institute (South Africa)

Some of their main achievements in 2019 were:

- Soul City conducted research in the communities where they work and the findings were used by Safetipin to build a new app platform that will be used to address women's concerns about accessing public transport.
- Establishment of multi-stakeholder partnerships, including representatives from Safe City Unit of eThekweni Municipality, the National Taxi Association, local organisations and volunteer groups.
- Capacity building of young women. In November 2019, the team from Safetipin India trained 30 programme volunteers to use the 'My Safetipin' app to audit public spaces.
- Taxi Drivers' Training. Drivers were trained to use the 'Safetipin Nite' app to collect night images of the street which will be critical to analyse the infrastructure of the city (i.e: lighting).
- Participation in the Africa Forum for Urban Safety (AFUS). Soul City and Safetipin were invited by the eThekweni municipality to present to mayors from many African cities and raise awareness about their work in South Africa.
- Organisational development of both Safetipin and Soul City. They finalised a detailed process of needs assessment of their organisational capacities and are working towards their institutional development.

- [www.safetipin.com](http://www.safetipin.com)
- [www.soulcity.org.za](http://www.soulcity.org.za)

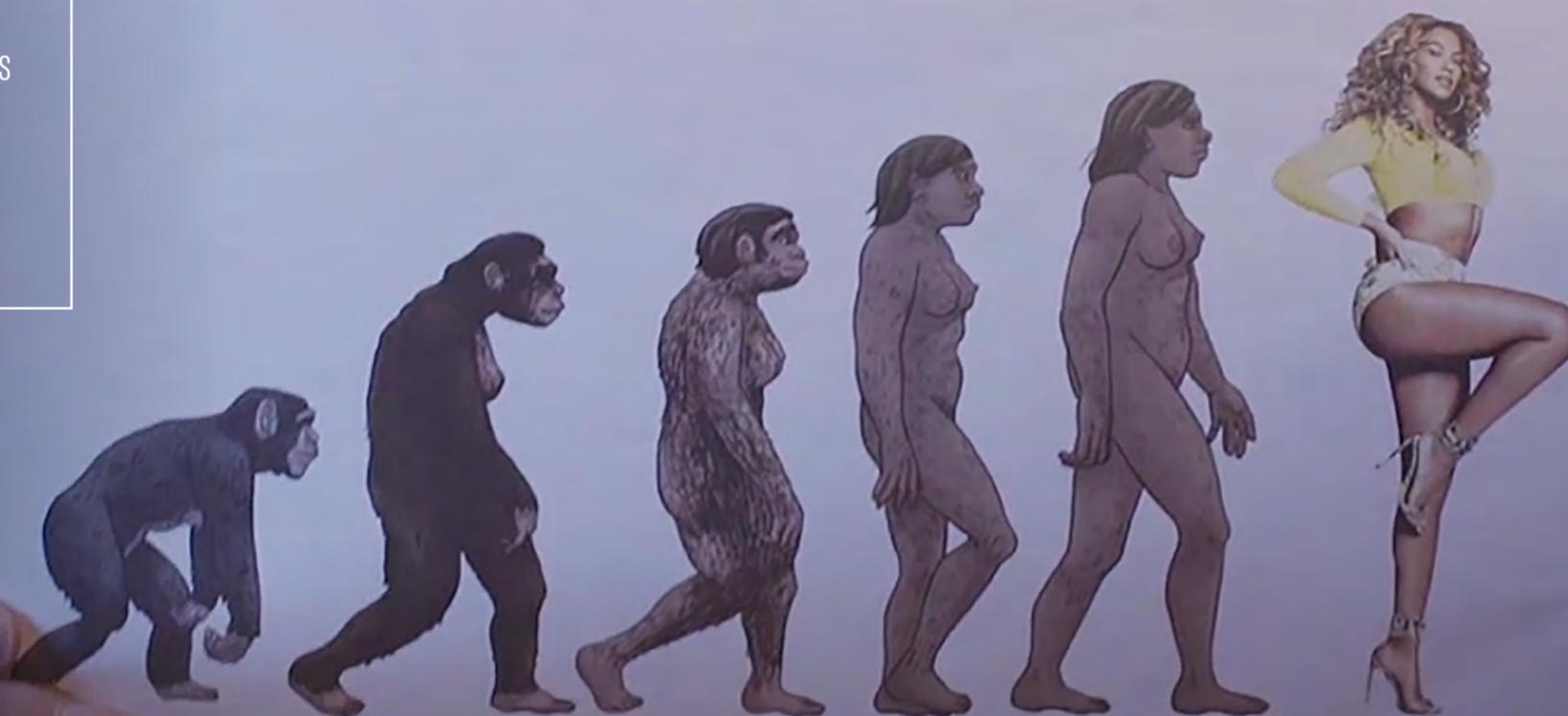
“Women have the right to stay free and safe online, and to enjoy the creative and transformative potential of the internet. Online violence is denying opportunities for women to fully exercise their rights. Solutions should not blame the victims or restrict our freedoms.”

**LULÚ BARRERA**  
FOUNDER OF LUCHADORAS

# DISRUPTIVE MEDIA SOLUTIONS

- RADIO NISAA
- WEMEAN

MEDIA IS A POWERFUL TOOL FOR CHANGE. WHEN USED WELL IT CAN BREAK DOWN BARRIERS AND ALLOW 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 AIM TO TRANSFORM POWER RELATIONS AND SHIFT SOCIETAL NORMS.



# RADIO NISAA



The first female-led Middle Eastern 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 Middle East face significant barriers to participating in public life. Male perspectives dominate mainstream media and an overwhelming representation of women in mainstream media also often reinforces negative stereotypes of women.

## 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 2019

- Radio Nisaa won the Radio Initiative of the Year Award at the ASBU BroadcastPro Middle East Summit.
- The Ministry of Women's Affairs awarded Nisaa FM Morning Show presenter Alaa Murrar the first prize in the "Best Written Media Production from a Gender Perspective" category. Qahwa Mazbot radio show presenter Doaa Sayouri was awarded third place in the "Audio Award" category for giving visibility to women in the communication and information technology sector, at the "Gender in the Palestinian media" National Conference.
- The World Economic Forum featured Nisaa FM in a report named "5 powerful ways women can empower other women". \*
- One-fifth of the adult population of West Bank, about 340,000 people, listen to Radio Nisaa.
- 48% of listeners agree that Radio Nisaa had positively influenced the way they see women's role in society.
- 48% of listeners agree that Radio Nisaa contributed to them believing that women need the same opportunities as men.



## 2019 SPECIAL PROJECTS

In addition to the shows broadcast every day, in 2019 Radio Nisaa focused on a few special projects to strengthen women's skills, self-confidence and visibility.

**Maqdisieh – A step towards enhancing Gender Sensitive Reporting for young women journalists in East Jerusalem**  
This one-year project, led with the support of the Mediterranean Women Fund, was designed to enhance gender-sensitive reporting among young women journalists. Ten young female journalists were trained on women's rights and how to incorporate gender in all aspects of work in the media, including reporting. The project also included technical training on music and production and daily work at a radio station. After the implementation of the project, Radio Nisaa choose one participant as a part-time reporter for the radio station.

**For her... Because She is Special**  
This project was led by Radio Nisaa in cooperation with The National Beverage Company Coca-Cola Capi and targeted 25 women entrepreneurs.

Radio Nisaa conducted two workshops to develop the entrepreneurs marketing and communication skills. It also aired free advertising campaigns to increase the company's product visibility and broadcasted 25 shows, each hosting an entrepreneur and a relevant field specialist to discuss and solve the different entrepreneur's business issues.

**Shareeka: A Step Towards Enhancing Gender Economic Equality in Palestine**  
Radio Nisaa, in cooperation with the Canada Feminist Fund, organised two focus groups to discuss gender discrimination in the workplace. A survey on gender discrimination was launched and two sessions to discuss the results



were organised. Radio Nisaa also aired 200 radio spots and 12 radio shows called Shareeka addressing different aspects of gender discrimination in the workplace.

## SUCCESS STORY

Nisaa FM covered the story of a young woman who fled to the US after experiencing physical and economic violence from her family after asking for her share of inheritance. After radio Nisaa's "Eye on Her" show was aired, the story went public and led the Ministry of Women's Affairs to adopt the case and bring it to the Council of Ministries. The Council is now working on providing the young woman, who could return to Ramallah, with her share of inheritance.

## RADIO NISAA'S CORE PROGRAMMES

Throughout 2019 the following shows were regular features on Radio Nisaa:

<b>Sabah Nisaa (Morning show)</b>	A daily show focussing on the news of the day, reported and analysed by a female journalist giving her perspective on the different political and economic issues as well as global news with a focus on international women's initiatives.
<b>Qahweh Mzboot (Morning Coffee)</b>	A daily show covering the most recent economic, social and cultural topics as well as local and international news through stories and debates in addition to women success stories in Palestine.
<b>Tarweha (Drive show)</b>	A daily evening program about family, health and fashion covering women's rights and news related to local organisations.
<b>Sabt Ijdeed (A New Saturday)</b>	A weekly radio show that covers highlights from Palestinian newspapers and online news and the weekend's most important social activities. A business and cultural influencer in the community on a business and cultural level is invited each week to discuss their career journey and accomplishments.

\*www.weforum.org/agenda/2020/03/5-powerful-ways-women-can-inspire-other-women/?fbclid=IwAR2jba4\_1pbop9Z-W2N-ONQMgUkqbMwSeATQJFSrWa6DO5dDytPbneYrUzC

# WEMEAN

## Leveraging the power of digital media to challenge gender stereotypes in the Middle East.

### THE BARRIER

Gender stereotypes and bias have been identified as one of the main detractors of progress for women equality in the Middle East region according to the Arab Barometer 2019 Survey. These stereotypes are unfortunately well ingrained and need great efforts and engagement of both women and men in the region to change them.

### HOW WE TACKLE IT

To strengthen our commitment to accelerating social change and creating positive impact we created WeMean Media, the first Arabic digital media initiative dedicated to creating and distributing engaging content that tackles social issues and attracts and engages millennials from the MENA region.

### 2019 HIGHLIGHTS

- WeMean channels include 3.3 million followers and received 329 million video views in 2019.
- Khateera's total number of Facebook followers: 59,019.
- Khateera's Facebook page video views: 4.6 million.
- Yalla Feed's total number of Facebook followers: 2.6 million.
- Yalla Feed has 49 million views on Youtube.

### WEMEAN

WeMean acquired Yallafeed social media platforms (Qadeera, Yallafeed, Yallafeed Video and Abucado) from STEP Media Group in 2019. This acquisition was undertaken to provide our content with reach to young audiences in the MENA region. WeMean also launched Khateera in 2019 – a digital platform that is dedicated to challenge existing gender stereotypes and promote a more inclusive society for both men and women.

### KHATEERA

In Arabic, Khateera translates to “dangerous woman or impactful woman”. Khateera is a digital content creating platform that inspires Arab women to reach their full potential and engages both men and women in the region to be agents of change for a more balanced society. Its target audience is 16 to 35-year-old women and men – millennials and Gen Z. Khateera creates and curates entertaining, inspiring,



The Khateera website.



and educational content that debunks gender stereotypes, supports women on their self-realisation journey and better equips them to face their challenges. In addition to editorial content, Khateera produces a variety of video content such as series and tutorials released and distributed across its social media channels including Facebook, Instagram and YouTube.

■ [www.khateera.com](http://www.khateera.com)

### SMI'TOUHA MENNI

In 2019 we kicked off the production of 'Smi'touha Menni', a 10-episode YouTube series targeting Arab millennials.

The series aims to deconstruct common traditional narratives about gender in the Arab world through highlighting urgent issues within constructs of marriage, women in the workforce, parenting, masculinity and many more. What's new? The show employs satire as a medium of choice to reach a wider audience and shift mindsets. The show follows a monologue from Maria Elayan, a young Middle Eastern social influencer, who plays different roles, touching on controversial matters such as honour, domestic violence, harassment, masculinity, gender and health, parenting, periods and the value of women in general.

'Smi'touha Menni' was conceptualized and directed by Amanda Abou Abdallah and produced by Khateera.

- Watch first episode “Value of women” now: <https://www.youtube.com/watch?v=uso4ZPl1J18>



## SPECIAL PROJECTS

### INNOVATHON AT WOMEN DELIVER

Womanity co-hosted a side event at the Women Deliver Global Conference in June 2019 (Vancouver, Canada). Together with Pro Mujer, The Kering Foundation and Hivos, we hosted the Innovathon: Co-Creating Solutions to End Violence Against Women.

The Innovathon is a methodology designed by makesense<sup>1</sup> that guides collective intelligence towards the design of cross-sectoral solutions that can be implemented to address specific challenges.

We hosted 31 experts from different



fields, organisations, countries and cultural contexts, including the Center for Women's Global Leadership, New Zealand Parliament, Ni Una Menos, Promundo US, UNICEF Brazil, USAID, Women's Justice Initiative, to name just a few. Such a diverse group of highly specialised experts in VAW mitigation was only possible thanks to the platform offered by Women Deliver.

**Key learnings included:**

- Use of art as a universal language: creativity is essential to reach broader audiences. It can inspire change, gather information, build and strengthen human relationships.
- Leverage on the power of communities: use current networks, communities and social movements to extend and scale positive impact.
- Search for diversity: include new stakeholders from different sectors and with new areas of expertise by creating opportunities for these stakeholders to become part of the systemic change needed.

The ideas that emerged from the Innovathon were analysed and clustered in key concepts around the issue of violence against women. They will be the pillars of a pilot programme focussed on global mobilisation to ending violence against women in Mexico. (By the time of the finalisation of this report, the details were still being discussed).



### WARM UP WOW FORTALEZA

Womanity translated the Oxfam GB report A Leap of Faith to be used as a framework for a round-table with Brazilian donors at a Women of the World session in Fortaleza, Brazil.



Participants at the Women's Investors Roundtable.

All the participants demonstrated deep interest in the research and a very interactive session followed the presentation. Among the participants were Judy Kelly, Founder and Director of Women of the World Festival and Foundation, Fundação Ford, Promundo, Redes da Maré, Unilever and Action Aid.

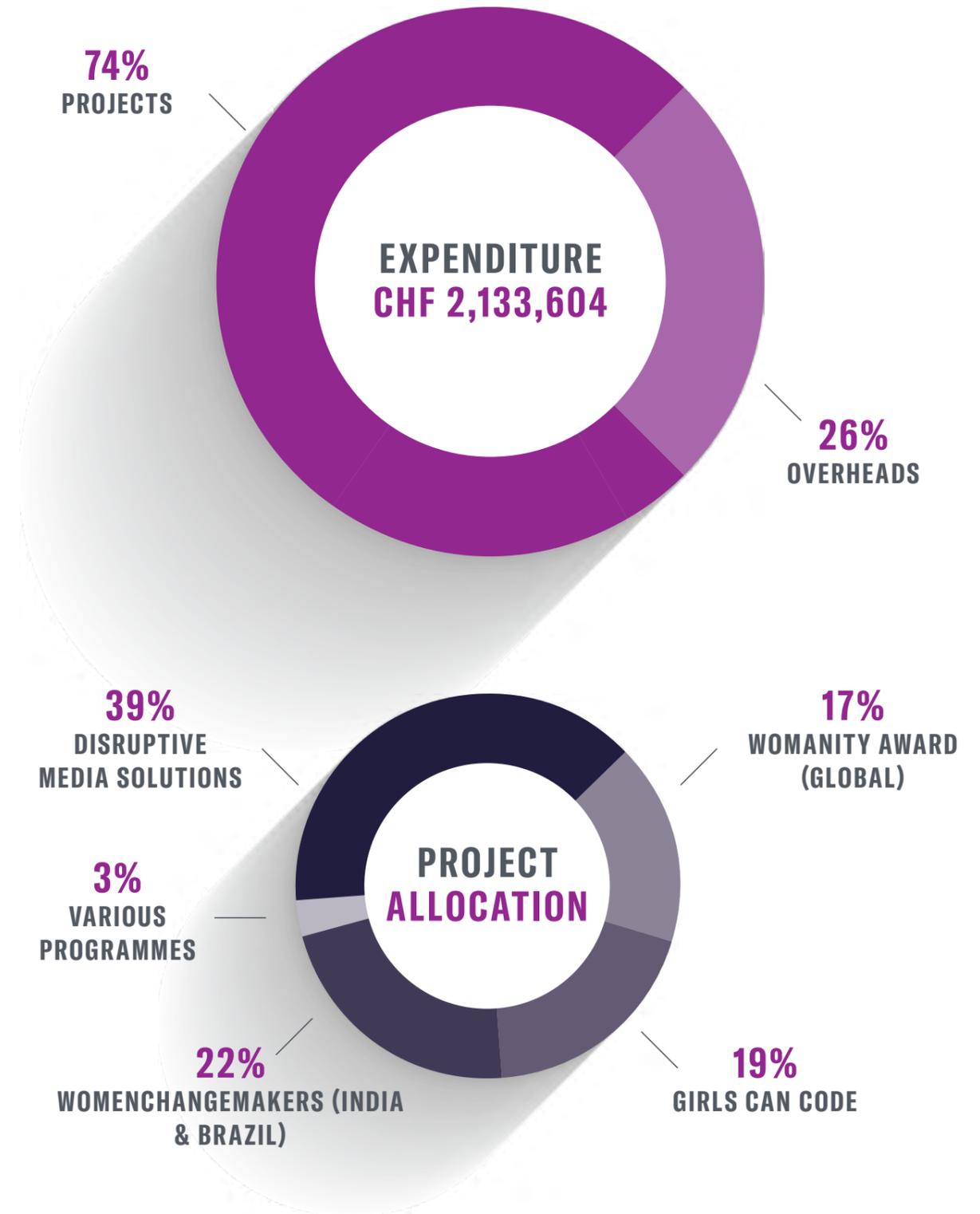
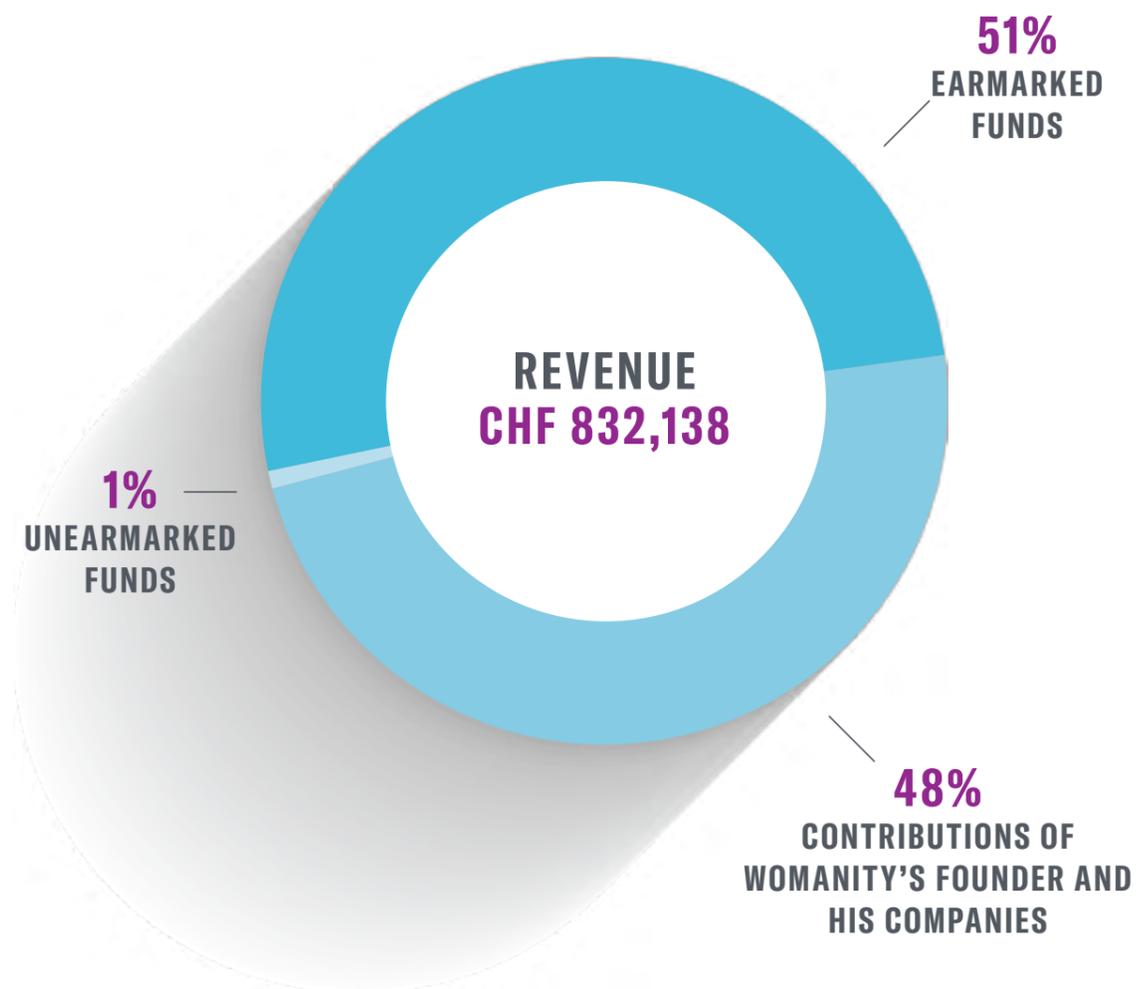


Roundtable as part of the WOW session mediated by Womanity.

<sup>1</sup> makesense is an international organisation that designs programmes of social and environmental innovation, developing collaborations between committed citizens, passionate entrepreneurs and forward-looking organisations.



# 2019 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.

**AT THE END OF 2019, TOTAL CAPITAL OF THE ORGANIZATION (EARMARKED AND UNEARMARKED) AMOUNTS TO CHF 2,402,880.**

## 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, FW. Design: Aspel Creative – 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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### 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: CRESCHZ80A

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: BUKGB22XXX

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

Artisan supported by Women Change Makers Fellow Rede Asta.



We could not deliver the breadth of our work and the scale of our 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

#### GIRLS CAN CODE 2019

Fonds de soutien Migros  
atDta Stiftung, Hilfe zur Selbsthilfe  
Como Foundation  
Global Giving  
Fondation Michèle Berset  
Fondation André & Cyprien  
Fondation Julius Bär  
Commune de Bellevue  
Ville de Genève

#### WOMENCHANGEMAKERS 2019:

CIPS Foundation (WCM India)  
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Losinger Marazzi SA (Women in  
Construction – MEC Brazil)  
Charitable Foundation Symphasis  
(Women in Construction – MEC Brazil)

#### SMI'TOUHA MINNI

Fondation Chanel

### OUR PROGRAMME PARTNERS

#### 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  
Samuel Hall

#### RADIO NISAA

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

#### WOMANITY AWARD

Hogan Lovells  
Investigación en Salud y Demografía (Insad)  
Zigla Consultores  
Dwan Kaoukji

#### WOMENCHANGEMAKERS

Brazil Foundation  
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J. Walter Thompson  
UN Women Brazil  
Demarest Lex Mundi  
Social Synergy  
Mercuri Urval

#### SPECIAL PROJECTS

Hivos  
The Kering Foundation  
makesense  
Pro Mujer

#### SMI'TOUHA MINNI

Dwan Kaoukji



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THE  
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FOUNDATION

The Womanity Foundation is registered in:

Switzerland: Registration number: Ch-660-1424,005-8

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