



Women's Campaign International

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Women's Campaign International

Working in emerging democracies and post-conflict regions around the world, WCI advances opportunities for women to actively participate in public advocacy, market and political processes. In providing the requisite skills, knowledge and culturally-sensitive support, we develop leaders who transform the lives of everyone they serve.

Where We Work



Letter from the WCI *President*

Program expansion was WCI's main focus in 2010 making for a very exciting year.

As part of our unwavering commitment to the women of Liberia, WCI embarked on a three-year program to develop the capacity of the National Rural Women's Program. By partnering with the Liberian Ministry of Gender and Development, we designed a program for the rural women of Liberia combining political and economic empowerment initiatives to address the complex challenges Liberian rural women face. In October, WCI opened an office in Liberia and hired 12 new Liberia-based staff.

In November, WCI held its third "All the Difference in the World" Gala at the Metropolitan Club in New York. The evening featured Dr. Paul Farmer, a tireless advocate for international health initiatives, as keynote speaker and honorees Tina Brown, Helena Houdová, Jill Iscol, and Ardmore Ceramic Art for their humanitarian work. WCI is looking forward to another enjoyable evening as we plan the 2011 Gala!



WCI continues to include Afghanistan as a high priority country in our program expansion plan. WCI's training workshops for men and women members of the Afghan diplomatic corps in Rome was enormously effective in teaching participants about leadership and inter-gender communication. Additionally in preparation for the 2010 Afghan elections, our "training of trainers" seminar in Kabul, brought valuable campaign skills training to women aspirants, greatly increasing the support infrastructure available to female candidates for public office in Afghanistan.

This year we celebrated the launch of a new project, "African First Ladies' Strategic Initiative", which aims to provide support to the First Ladies as they work toward social improvement and development in their home countries. Supported by generous contributions from the Diller-von Furstenberg Family Foundation and Tina Brown, we unveiled the this initiative in New York City to coincide with the annual meeting of the Clinton Global Initiative and the UN Summit. Since the September kick-off, with the generous support of The Rockefeller Foundation and Jim Greenbaum of The Greenbaum Foundation, we hope to increase the capacity of this program and allow it to achieve its full potential in 2011.

In Philadelphia, we brought our successful international curricula to our home community through the "Global Awareness and Leadership Series" (GALS) for adolescent girls. The program began with Saturday workshops last spring on issues that included community leadership, public advocacy, global awareness, and financial literacy. These Saturday sessions were so successful that many participants came together in the fall to form an Advocacy Club, meeting independently every Tuesday after school and launching an advocacy campaign to raise awareness about the dangers of bullying. With the success of this year's program, WCI plans to expand GALS to include more young women of Philadelphia in the coming year.

Finally, we have launched a renewed social media campaign to keep WCI's sponsors and interested readers updated on our development. We post on our blog and Twitter account daily with news of our program activity and interesting notes about similar organizations and relevant international news events. As we enter 2011, we will take with us the achievements of this past year and look for new opportunities to expand WCI's operations, locally and globally!

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Afghanistan

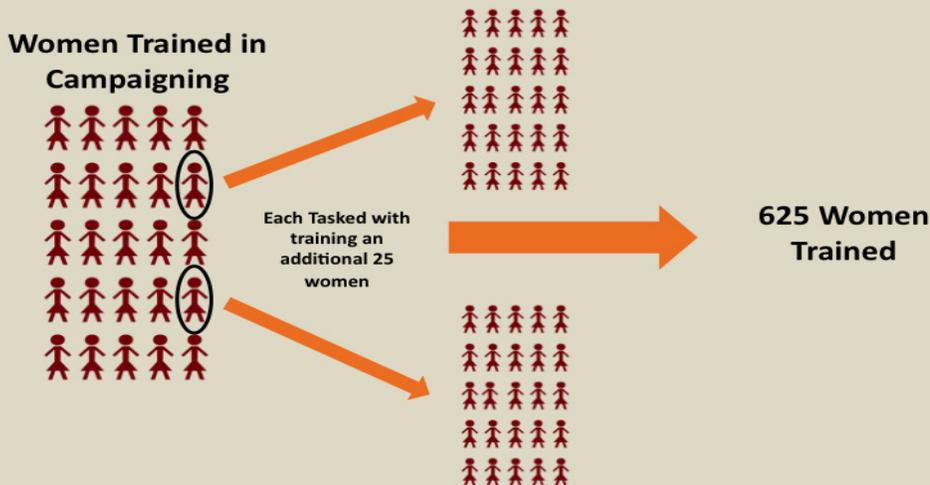
With the news that the war in Afghanistan is the longest in US history and a recent Trust Law rating which named Afghanistan the most dangerous country in the world for women, it is critical that the international community and the Afghanistan government ensure that Afghan have a means by which women can participate in leadership in a meaningful way.

WCI's programs in Afghanistan have been designed to meet the specific needs of women affected by long-standing conflict, poverty and national trauma. In May 2010, with funding from Act on 8 Foundation, WCI conducted a campaign skills focused training of trainers

(ToT) for 25 Afghan women in Kabul. Participants learned how to effectively run for National Assembly and other elected offices in Afghanistan, as well as how to train other women to do so in the September 2010 elections.

Workshop participants represented a dynamic and eclectic group of women comprising of lawyers, doctors, elected officials, civil society leaders, mothers, students, a police general and even the winner of the International Woman of Courage award bestowed by Secretary Clinton.

Armed with their courage and perseverance, and the knowledge and empowerment they gained through WCI's campaign skills training, these women led the way by training 625 more women.



Exponential impact:
WCI's trainings equip participants with knowledge and skills that can be passed on to countless others

Afghanistan Rome Training

In a program conducted by Women's Campaign International at the invitation of the Italian Foreign Ministry, more than twenty Afghan and Italian diplomats, both men and women, were trained on gender communication and leadership. This program came near the end of an eight week training program on diplomacy sponsored by the Italian Foreign Ministry and taught at the Superior School of Public Administration at the National Government University in Rome. The Afghan participants were selected from a pool of more than 700 government employees through a process that included written and oral examinations and an interview.

Kerri Kennedy, executive director of Women's Campaign International; U.S. Ambassador Meryl Frank, United Nations Commission on the Status of Women; and Deborah Cai, Professor and Chair of the Department of Strategic Communication at Temple University, and Susan Ness, a former Commissioner of the Federal Communications Commission; employed their expertise in leadership training to cover issues such as competence, power, strategic vision, and media management.

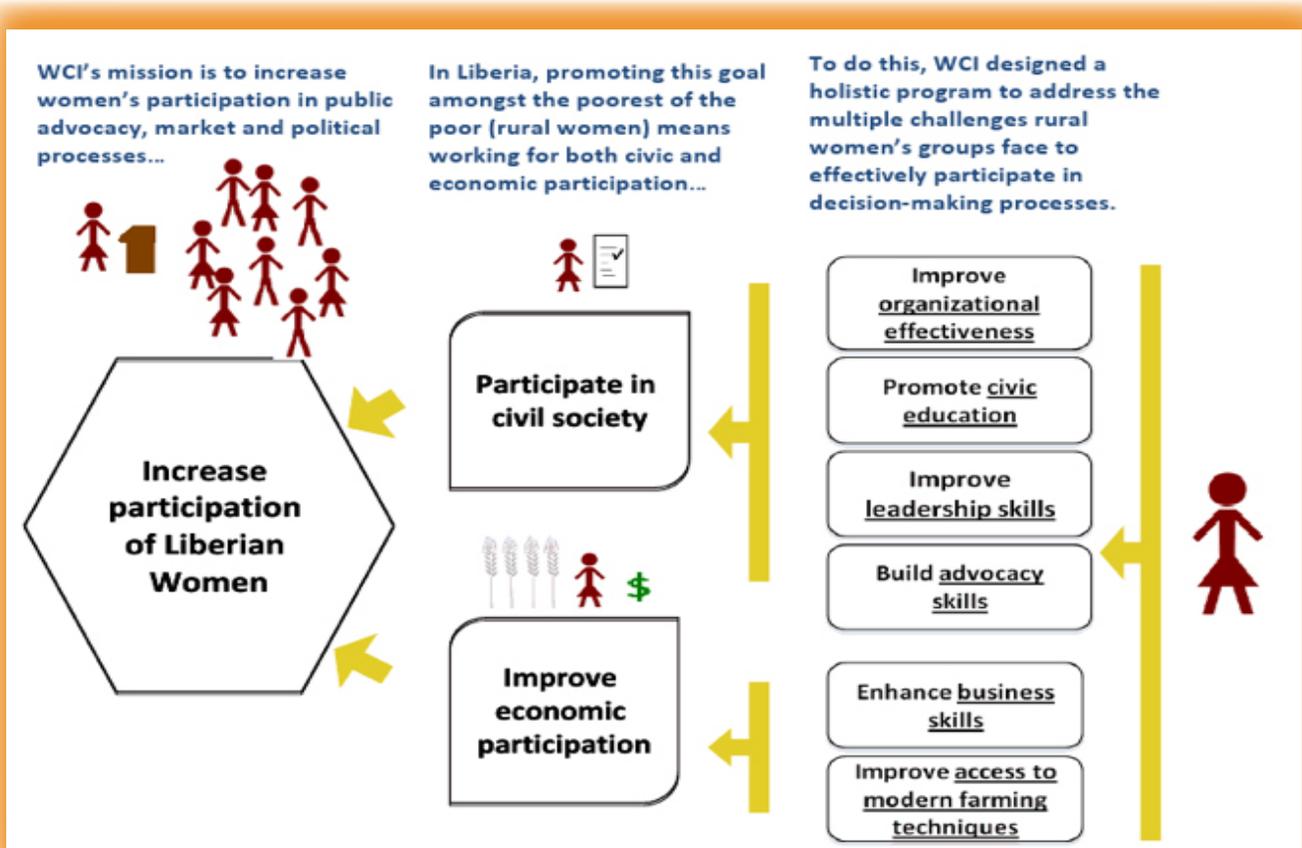
One of the diplomats from Afghanistan talked about his concern that people in other cultures think Afghans are all against women. He said, "It's the responsibility of everyone now to bring about positive change for women and men in Afghanistan." At the conclusion of the program one woman said, that she returns to Afghanistan with courage, and that she hopes to share that courage with other women.



Liberia

Economic opportunities play a central role in promoting women's decision making power in their communities.

In October 2010, WCI opened an office in Liberia to begin a three-year program supporting rural women, a systematically underserved and underrepresented population. WCI's program is based on the organization's 2009 in-country assessment of rural women and the challenges and opportunities they face as they work to build a voice for themselves. During the assessment WCI saw that though great interest in public participation exists, women have not been able to fully achieve a strong public voice. To build that voice, rural women recognized that they would need to become better leaders and run more effective community organizations. However, they also pointed out the potential role that economics plays in increasing public participation. Not only is financial security often a prerequisite for public participation, but, advances in the economic sector, especially in Liberia, can provide a path for women to take on decision making roles in their communities.



With these opportunities in mind, WCI designed a comprehensive program to support the largest network of rural women's organizations across Liberia to build their capacities as community leaders. Our approach is two-fold. First, it works to develop the skills women need in leadership, organizational development, civic education and advocacy to be effective members of civil society. Second, it helps women empower themselves economically through skill development in business, budgeting and financial literacy as well as the provision of value added agriculture tools. It is this holistic approach that addresses the economic and political challenges to participation that makes WCI's program in Liberia so innovative and, we believe, successful. 2010 marked the launch of this ground-breaking three year program and WCI looks forward to working closely with the National Rural Women's Program and the Liberian Ministry of Gender throughout its implementation.



GALS Program

For Philadelphia Adolescent Girls

In 2009, Women's Campaign International created the Global Awareness and Leadership Series (GALS) through a grant from the Valentine Foundation. The GALS program brings WCI's successful international curricula home to Philadelphia high school students. The goal of this program is to increase participants' skills in community leadership and activism, global awareness, advocacy, social media, financial literacy, public speaking and networking.

In January 2010, WCI partnered with the Freire Charter School to implement the GALS program because of the school's unique mission and dynamic academic environment. Fifteen sophomore and junior girls committed to the program by regularly attending full-day Saturday workshops at the International House of Philadelphia. Throughout this process-oriented program, WCI designed and facilitated a series of interactive workshop sessions where participants received a combination of educational skills-building training and guidance from Advocacy Coaches in designing and developing their own advocacy campaigns. For each session, WCI invites local professionals to train and coach the program participants in:

- Global advocacy and activism
- Social media and messaging
- Public speaking and presentation skills
- Networking
- Financial literacy and creating a budget budgeting

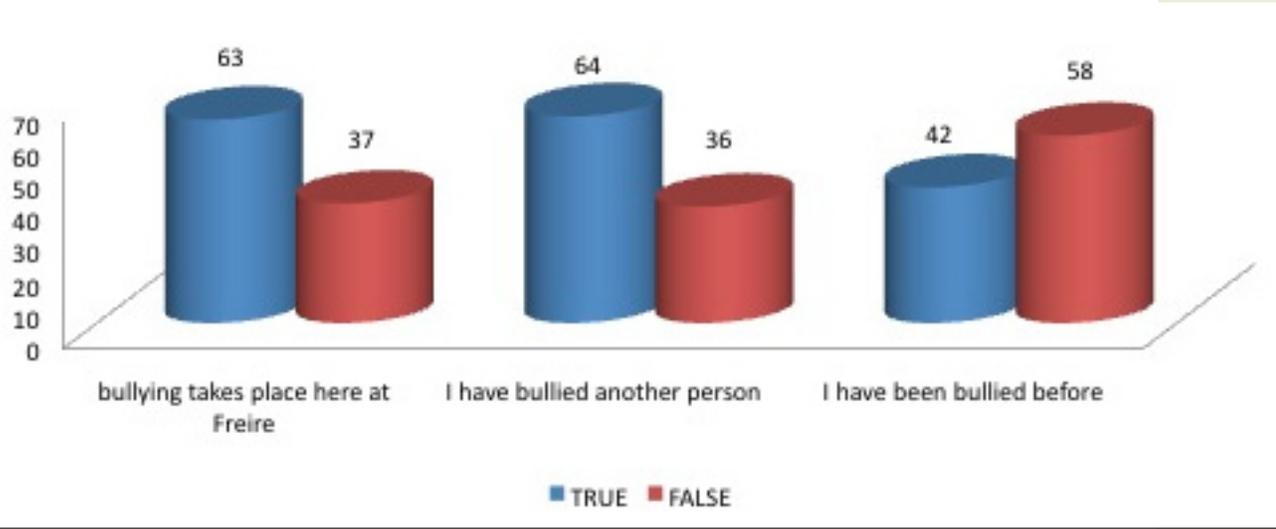
Applying what they learn from the workshops, participants work together to select a pressing issue to address in their own community and develop and implement an advocacy campaign around it. The program culminated with a Concluding Conference at the end of May, where each advocacy team presented their work to their community, family and peers.

When questioned about what she learned throughout the GALS program, one participant stated,

"Actually I didn't consider myself a leader before. But, I believe I am now. Only because I have a reason to speak out and make a change. A change might not happen over time, but I am willing to plant seeds for a tree, and even though I might not be able to see it grow, I know it will with future generations."



In October 2010, participants from the 2010 GALS program formed an Advocacy Club that meets every Tuesday at Freire. The club chose to focus on bullying as their primary advocacy issue. After researching contemporary anti-bullying initiatives and inviting guest speakers to present on larger anti-bullying campaigns, the Advocacy Club members decided to develop and conduct a survey at Freire to gauge the prevalence of bullying in their own school. The survey aimed to improve the club's understanding of their peers' experiences and opinions about bullying.



After interviewing nearly 100 students, from a cross section of each grade level, club members compiled the results and created visually stimulating charts to showcase their findings. The survey results were then adapted into a five-piece series, which aired as a PSA announcement five consecutive days during the school's morning announcements. The video series inspired conversation among the student body and within the classroom. It was eventually used as part of the larger Take Back the City's campaign against bullying, demonstrating the power of advocacy and team work.



New Initiatives

African First Ladies' Strategic Initiatives

In 2010, WCI launched the African First Ladies' Strategic Initiative. This initiative aims to provide each participating First Lady with the technical and strategic support needed to use her unique status and passion to enact positive social change and development within her country. Through individualized consulting sessions and regional gatherings, WCI plans to share its best practices and experience with the First Ladies and their staff while addressing the capacity constraints of each Office of the First Lady.



This initiative was formally launched in September 2010 through an early evening gathering in New York during the week of the UN Summit and the Clinton Global Initiative. The event was sponsored and attended by Diane von Furstenberg and Tina Brown. Several First Ladies attended including the First Lady of Malawi Callista Chimombo Mutharika, the First Lady of Namibia Penehupifo Pohamba, and the Wife of the Prime Minister of Kenya Madam Ida Betty Odinga. In addition, over 100 civil society and political leaders from around the world were in attendance. At the event, WCI's President, Marjorie Margolies outlined WCI's mission dedicated to empowering women worldwide and WCI's aspirations to support the First Ladies of Africa so that they may from their unique positions enhance the quality of life for women and transform communities throughout their respective countries.

Going forward, WCI has committed to assist these women with their goals so the changes that the First Ladies envision can be realized.



Strategic Partnerships



Women's Campaign International is pleased to report The Rockefeller Foundation as a new partner this year supporting WCI's new "African First Ladies Strategic Initiative".

On a global scale, from Indonesia to Kenya to New Orleans, the Rockefeller Foundation strives to address five major issue areas including global health, urbanization, social and economic security, climate and environment and basic survival safeguards, targeting secure food, housing, water and infrastructure.



Heather Grady of the Rockefeller Foundation

With ongoing monitoring and evaluation cycles and a cohesive, interconnected approach, The Rockefeller Foundation builds and implements innovative programs that generate sustainable impact. The Rockefeller Foundation is fostering an environment that connects institutions and people across sectors and disciplines, builds the capacity of partner organizations and develops and nurtures ground-breaking projects. We are proud to have the support of The Rockefeller Foundation.



Building upon its previous successes in Liberia, WCI collaborated with Goldman Sachs' 10,000 Women program to improve its quality and capacity. In 2010, WCI provided Goldman Sachs implementing partner, CHF International, with capacity building support specifically in recruitment, participant selection and outreach activities.

WCI engaged its networks of women's groups in the marketing of the 10,000 Women program and the recruitment of high potential candidates to the program. From May 2010 to September 2010, WCI dedicated a full time Entrepreneur and Outreach Specialist on the ground in Liberia who consulted with the CHF 10,000 Women's program team, its partners and its stakeholders.

Additionally, WCI offered four trainings and general support to provide skills in order to enhance the quality of the participants' enterprises and strengthen their leadership and life skills capacity in a sustainable manner. This support increases the likelihood that women owned and women run enterprises will gain access to credit in order to build their businesses thereby improving their income earning potential.

Ultimately, with these complementary services, WCI worked to ensure that Liberia's 10,000 Women graduates are not just entrepreneurs but also take on their responsibility as community leaders with the skills and support they need. In achieving these significant advances, WCI is proud to partner with Goldman Sachs.



2010 Gala

All the Difference in the World

On November 30th, WCI held its third annual "All the Difference in the World" Gala at the Metropolitan Club in New York. The evening featured medical anthropologist and physician Dr. Paul Farmer as the keynote speaker, a tireless advocate for international health initiatives who has dedicated his life to providing access to health care to the world's poorest population. Also honored were Tina Brown, Helena Houdová, Jill Iscol, and Ardmore Ceramic Art for their incredible efforts as human rights advocates, philanthropists, and humanitarians. These honorees are an inspiration to us all.

Dr. Farmer is a founding director of the internationally acclaimed Partners in Health and his keynote speech highlighted the work his organization is currently doing in Haiti. In his remarks, Dr. Paul Farmer singled out WCI as a leader in the field of women's empowerment. Dr. Farmer noted that the word "empowerment" has become overused to a point that it lacks substance. He stated that many organizations promise empowerment without actually providing tangible skills for women to reach this goal nor implementing the necessary measures that ensure the sustainability of their work. Dr. Farmer acknowledged that WCI's work consistently strives for the empowerment of women in its truest sense, providing women with tangible and practical leadership, economic, and advocacy skills through its various programs.

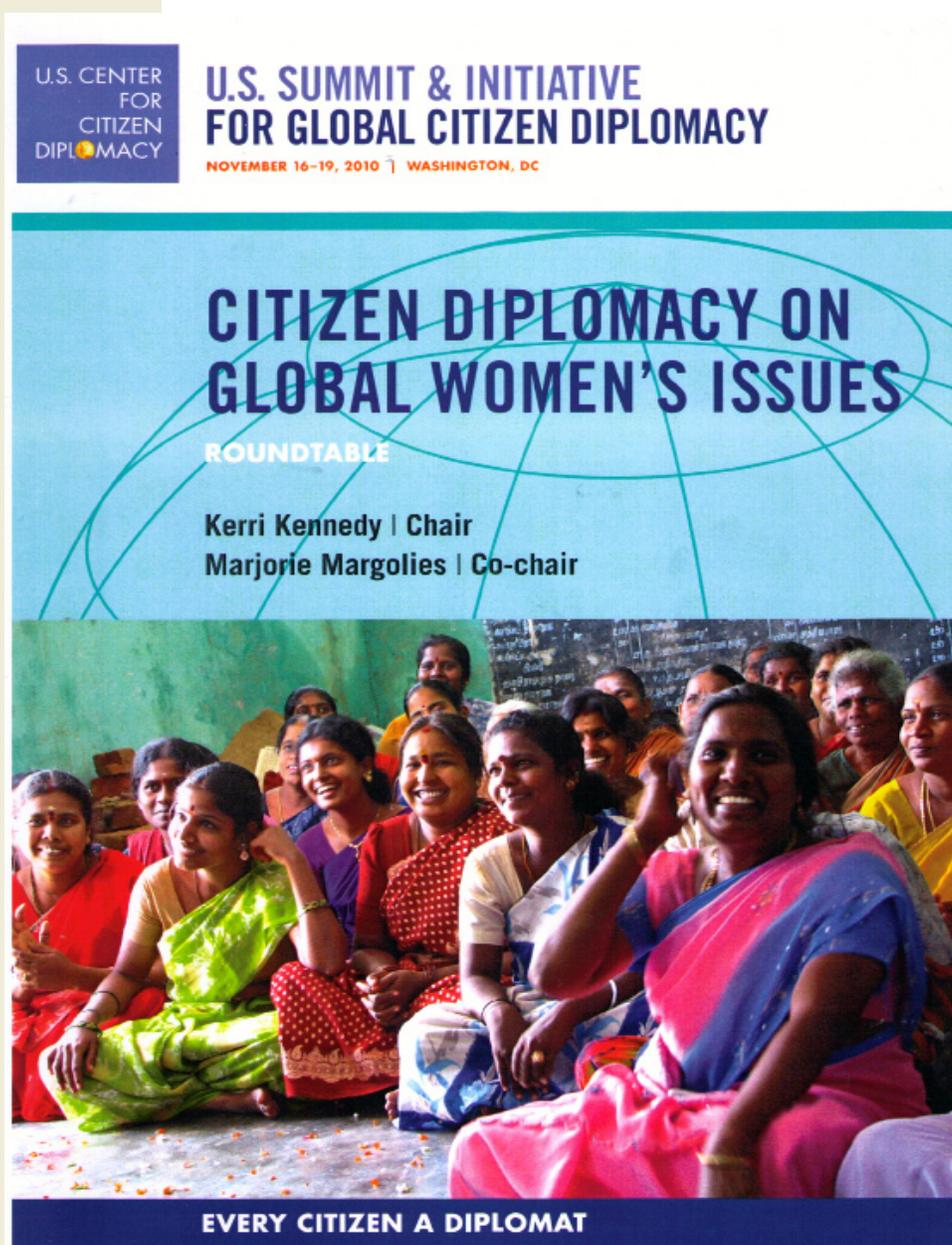
Importantly, the "All the Difference in the World" Gala was able to raise vital funding for WCI's current Leadership and Economic Development Program for the rural women of Liberia. This WCI signature program builds the leadership capacity of rural Liberian women and enables them to develop and strengthen their networks to ensure their economic empowerment in post-conflict Liberia. The Gala was also able to support WCI's new domestic Global Advocacy and Leadership Series (GALS) program, which empowers young female leaders in West Philadelphia by providing them with the leadership skills necessary to effect change in their communities.



Policy Engagement

with the U.S. Center for Citizen Diplomacy

This past November, WCI Executive Director, Kerri Kennedy, spearheaded the collaboration of various women's organizations to compile the "Citizen Diplomacy on Global Women's Issues" report under the initiative of the U.S. Center for Citizen Diplomacy (USCCD). This report is a valuable resource for organizations and citizens alike, highlighting some of the major issues women face around the world today and providing examples of innovative program designs recently undertaken by women's organizations like WCI. The report offers valuable examples of best-case practices and recommendations for how to become engaged and proactive in this field. The conversations and exchanges between WCI and the roundtable participants were particularly enriching as they helped to foster relationships that could lead to future partnerships. The hope is that this report will provide USCCD with ideas and strategies in its continued efforts to engage American citizens in causes that truly matter.



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Financial Statements

Revenue and Support

Federal government contracts	\$237,917
Foundation support	\$209,832
Individual support	\$523,715
Other revenue	\$8,267
Total revenue and support	\$9,238,464

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as of February 2010

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