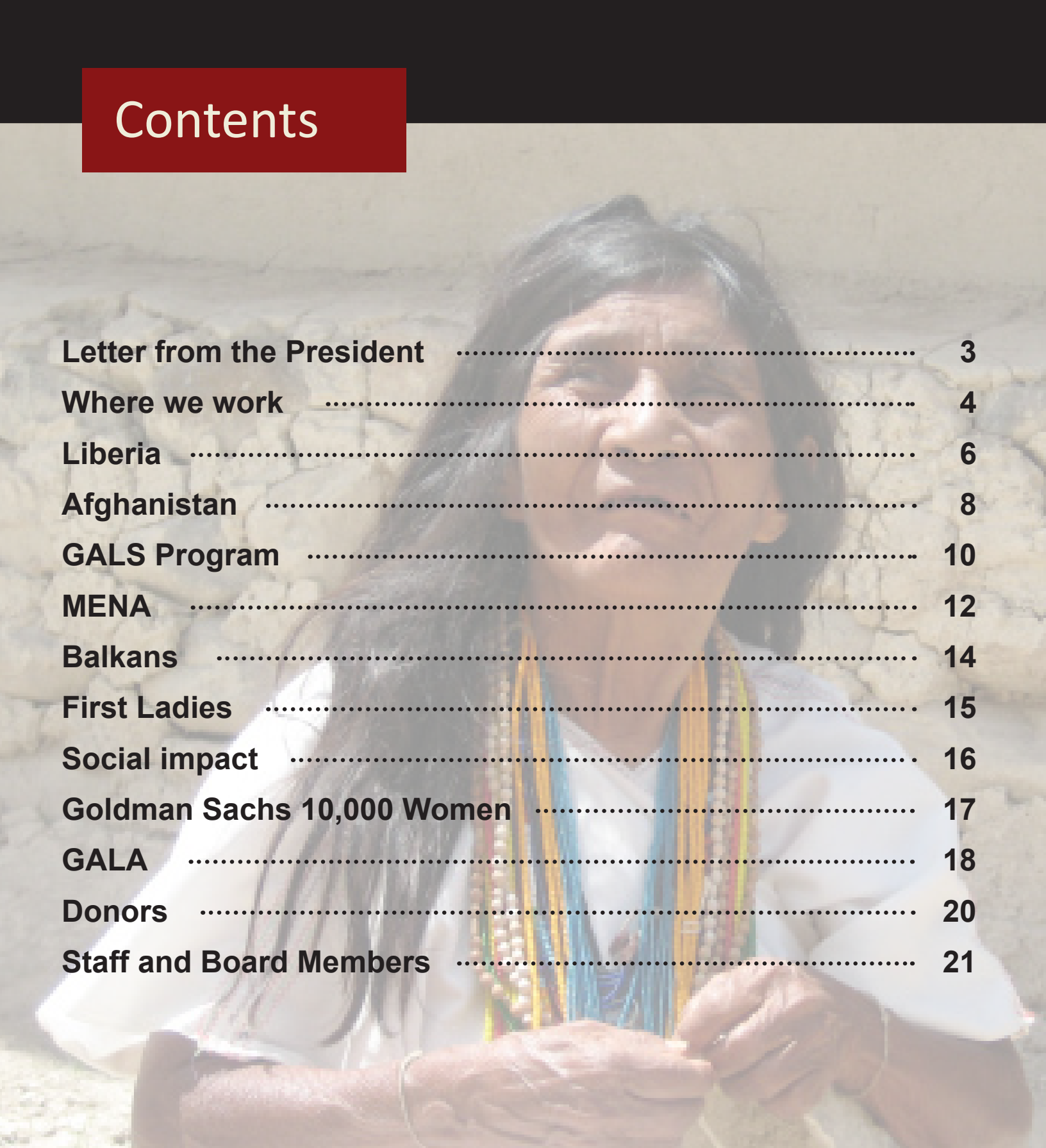




# **2011 ANNUAL REPORT**

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# Letter from the WCI President

Program expansion was WCI's main focus in 2011, 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 fourth "All the Difference in the World" Gala at the Metropolitan Club in New York. The evening featured Cherie Blair, committed campaigner for women's equality and honored leading barrister. In addition to Cherie's keynote speech, the evening also featured musical performances by IMPACT Repertory Theatre and Eli "Paperboy" Reed. WCI is looking forward to another enjoyable evening as we plan the 2012 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 2011 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 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 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 2012.

In Philadelphia, once again, 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!

Sincerely,

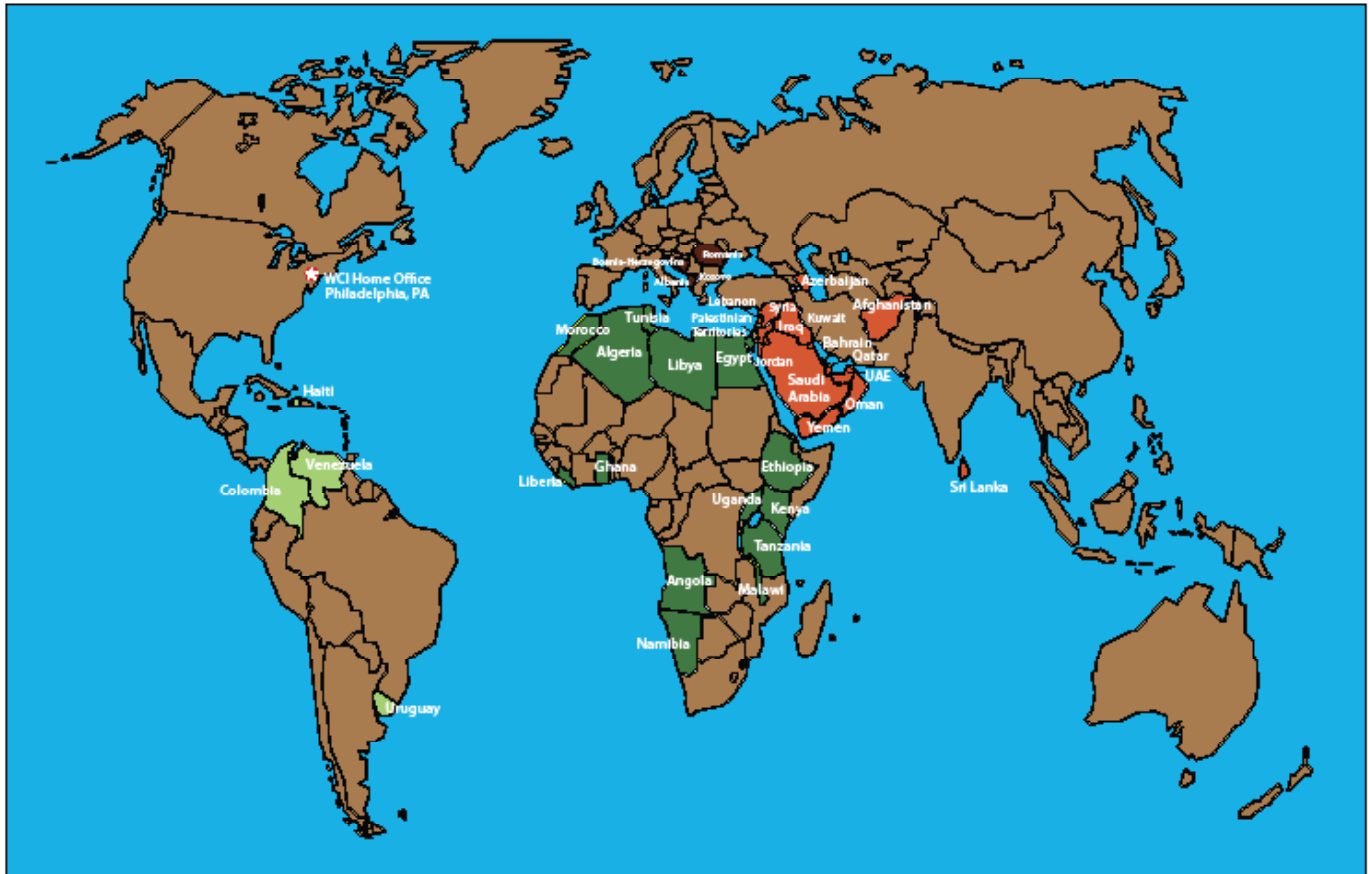


The Honorable Marjorie Margolis  
President, Women's Campaign International



# Where We Work

Since 1998, WCI has worked with women in over 40 countries including Romania, Bosnia-Herzegovina, Malawi, Tanzania, Namibia, Venezuela, Uruguay, Haiti, Palestine, Azerbaijan, Sri Lanka, Colombia, Liberia, Afghanistan, Ethiopia, the MENA region and the Balkans. WCI has a unique and successful history of supporting women's leadership throughout the world, enacting sustainable change in communities through its ability to work alongside local women leaders to strengthen their capacities to initiate change.



## MENA Region

- |                    |                         |
|--------------------|-------------------------|
| Algeria            | Morocco                 |
| Bahrain            | Oman                    |
| Egypt              | Palestinian Territories |
| Iraq               | Qatar                   |
| Jordan             | Saudi Arabia            |
| Kosovo and Albania | Tunisia                 |
| Kuwait             | United Arab Emirates    |
| Lebanon            | Yemen                   |
| Libya              |                         |





Afghanistan



Albania



Azerbaijan



Tunisia



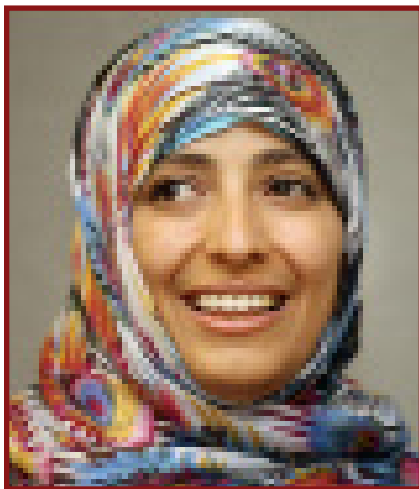
Kosovo



Liberia



Malawi



MENA Region



USA





## Liberia

*In 2011, Women's Campaign International continued its program to support the rural women of Liberia.*

*After opening our offices in 2010, **this year** was an opportunity for WCI to roll out its program in full force and develop a strong capacity building partnership with rural women leaders throughout the country.*

*WCI's program in Liberia provides leadership and economic empowerment services to rural women so that they can have a greater voice in local and national decision-making processes in their country. Here, to supplement WCI's traditional approach that supports civic engagement of women leaders, WCI also added an economic component to support the women led businesses that truly sustain families and communities in rural Liberia.*



By the end of 2011, WCI trained over 10,000 women in organizational development, leadership, campaign skills, business, budgeting and financial literacy, artisan cloth development and value added agriculture. Amongst these trainings, WCI had a few important highlights:

- In May of 2011, WCI President Marjorie Margolies travelled to Liberia to train over 400 women political candidates running in the 2011 election in media and messaging, strategic planning and campaign strategy.
- In December of 2011, WCI conducted a series of training of trainer sessions in business and budgeting skills that engaged even illiterate women to become trainers in their own communities using games, pictures and role plays that helped others improve their small businesses.
- Throughout the year, WCI provided labor saving agriculture tools to 8 communities around the country. Over the next two years of the program, WCI will provide a comprehensive training series and support to these communities, working alongside them so that they have the skills they need to manage and maintain both the tool itself and the money earned through the use of the tool and invest their earnings back into their families and communities.

Finally, in what could be WCI's greatest success in Liberia, the organization led the way in facilitating local ownership and management of development programs as, in July, it became the first international organization in Liberia to transition to local, Liberian management. After one year with Country Director Nancy Wallace, the WCI team and the Liberia team worked together to transition into an office run by Liberian Program Director Josephine Greaves and Operations Director Lorenzo Kerlie. WCI is committed to maintaining this model of development that fosters local ownership and sustainability especially in post conflict countries.



## Afghanistan

### ***Afghanistan Civil Servant and Diplomat Training in Rome***

In May and November, WCI teams including WCI President Marjorie Margolies, WCI Executive Director Kerri Kennedy, WCI Program Officer Nickie Séne, and WCI Senior Trainers Valerie Biden-Owens, Deborah Cai, Ann Hart and Susan Ness conducted two comprehensive workshops for Afghan civil servants and diplomatic corps members on topics including gender communication, leadership, public speaking, and managing the media in Rome and Florence, Italy. The training came at the end of an eight week program sponsored by the Italian Ministry of Foreign Affairs that educated program participants on different aspects of public administration such as public policy, diplomacy, coalition building, and project management. The participants, included a group of more than 40 men and women from Kabul and Herat, and represented a wide range of departments including Justice, Agriculture, Commerce and Industry, Finance, Foreign Ministry, Public Works, Women's Affairs, and the Foreign Service.

The Rome setting of this training was unique because it took participants out of their familiar environment which allowed participants to examine their own and international variations in cultural and gender communication norms and leadership styles. Through their active participation in the workshop sessions, trainees were able to learn about a wide variety of leadership styles and how to hone their own skills as leaders.





The participation of men and women together in gender-focused workshops was an essential part of the program as both groups were able to practice the inter-gender communications they learned about during the sessions. WCI's workshops and trainings in Rome allowed Afghan male and female civil servants to connect with one another in a new environment and develop inclusive strategies for the betterment of Afghanistan. Participating in these workshops allowed WCI to further expand its role in developing global leaders.



## ***Afghanistan Parliamentary Training (March and April 2011)***

A WCI team including WCI Program Officer Nickie Sene and WCI senior trainers Ambassador Meryl Frank and Ambassador Cynthia Schneider travelled to Kabul, Afghanistan in March to conduct a five-day Parliamentary Strengthening Workshop for 52 of the newly elected Afghan women Members of Parliament. Funded by the US Embassy of Kabul's Afghan Women's Empowerment Fund, the training consisted of capacity building and technical skills training that aimed to increase the MPs' effectiveness as elected officials.

The WCI team worked alongside WCI Program Manager Nasrin Rafiq to present on topics including leadership, coalition and consensus building, negotiation and diplomacy, inter-gender communication, media relations, public speaking, arenas for raising gender issues, gender mainstreaming, and establishing a Women's Caucus.

WCI hopes to expand its role in Afghanistan and is actively seeking additional program funding to continue its work with the Afghan women Members of Parliament.





## GALS Program *For Philadelphia Adolescent Girls*

*In 2011, the GALS program trained 18 committed young women from Freire Charter School who had been selected based on their promising leadership qualities.*

The participants committed to the program by regularly attending full-day Saturday workshops at the International House of Philadelphia and Tuesday Advocacy Club sessions after school. The goal of the program is to increase the participants' skills in community advocacy and leadership. Throughout the program, WCI designs and facilitates interactive Saturday workshops. 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 budgeting**

Applying what they learn from the workshops, participants work together to select a pressing issue to address in their communities and then develop and implement an advocacy campaign around it.



*Applying what they learn from the workshops, participants work together to select a pressing issue to address in their communities and then develop and implement an advocacy campaign around it.*

2011 GALS participants created advocacy campaigns around the following issues:

#### 1. Teen dating abuse

- Team name: AAA – Advocates Against Abuse
- Action Plan: Provide education to high school students to increase self-esteem and reduce the incidence of abuse in relationships.
- Activities: Team AAA developed and implemented a school-wide survey on incidents of teen dating abuse, created a Facebook page, posted videos on Youtube and drafted an article for their school newspaper on their dating abuse survey findings.

#### 2. Adjusting self-esteem

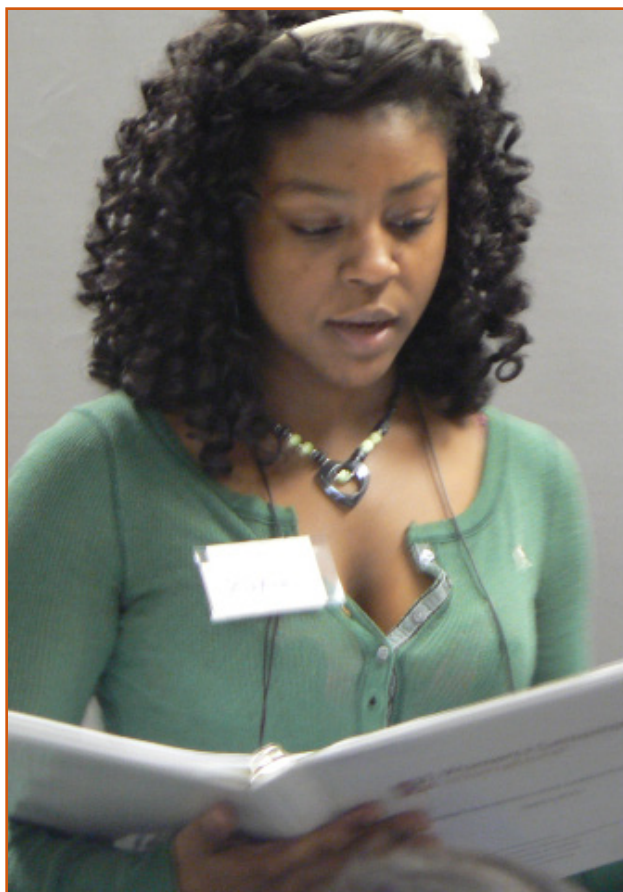
- Team name: R.E.S.P.E.C.T. – Real, Empowerment, Self-Esteem, Potential, Enthusiasm, Confidence, Tenacious
- Action Plan – Through video, have both boys and girls share ideas concerning adjusting one’s sense of self
- Activities: Team R.E.S.P.E.C.T. created and posted numerous videos focused on raising self-esteem, created a Facebook Page, and purchased motivational bracelets to be distributed in their school. The group conducted a self esteem workshop to a group of over 30 middle school aged youth at a Community Center in South Philadelphia.

#### 3. Self Acceptance

- Team name: T.O.Y.- Thinking of You
- Action Plan – Target young girls on the subject of self acceptance
- Activities: Team TOY purchased motivation bracelets with their motto “Build up, not down” which were distributed during the closing conference. Additionally, the group organized a SMS text messaging campaign where they encouraged students to send kind messages to their friends to build self esteem.

#### 4. Discrimination

- Team name: S.W.A.T.- Strong Women Advocating Tolerance
- Action Plan – Target area middle schools by preparing a presentation on the topic of discrimination.
- Team SWAT designed t-shirts with their motto “Discrimination: Don’t pass it on” and led an interactive presentation for an entire 7th and 8th grade class at KIPP Middle School in North Philadelphia. During this presentation the group raised awareness about the many forms of discrimination and planned skits to involve audience participation. The skits were followed by a question and answer session.





## MENA

***In September 2011, the State Department awarded WCI a grant to support and advance women's leadership in seventeen countries in the Middle East and North Africa (MENA), by facilitating networking between women leaders from different MENA regions. WCI's 18 month MENA program ultimately aims to build a sustainable, active coalition of political, economic, civil society, and academic leaders, in partnership with committed young people.***



The MENA program is designed to facilitate sustained and long-lasting collaboration between leaders across the MENA region. WCI is fostering this goal of sustainability in three key ways. First, the program aims to promote regional exchange in leadership action plans in ways that are locally supported and locally relevant. Second, it includes youth as full partners in planning, setting the stage so that the next generation of leaders to continues to understand and value the importance of regional political partnerships. Finally, the program capitalizes on the opportunities for innovative communication offered by new media technology, focusing on technological skill building and using social media to create a new wave of change.

**To achieve successful coalition building, the following four program objectives must be met:**

**1. The creation of Country Committees:**

Each of the 16 participating MENA countries will have a committee consisting of 7-10 leaders and experts and 7-10 youth fellows. They will work together to identify an issue in any sector of society that is an obstacle to women's leadership, and to then create and implement an advocacy campaign that includes targeted policy recommendations. These recommendations will be disseminated to national, regional, and international policy leaders and decision makers.

**2. A Summit:**

In Amman, Jordan, program participants will come together for three days of social/new media and leadership trainings, a vision forum, and the drafting and signing of constitutions for the advancement of women's leadership in the region. The country whose country committee created the strongest advocacy campaign will win an award and present their work to the entire summit audience.



**3. A Youth Mentorship System:**

The experts and leaders in each country committee will act as mentors to the committee's youth fellows. These mentorships will be rotational, allowing the youth to form relationships with a variety of experts. Mentors and mentees will be able to build and maintain relationships both through monthly in-person meetings and through the program website. Ideally, this mentorship system will continue to function and even to grow well beyond the completion of the program.

**4. Website:**

A website will be designed for this program, which utilizes social media channels such as Facebook and Twitter. The website will include applications that facilitate communication between country committee members, between mentors and mentees, and between program participants and the public at large. It will be a crucial forum for generating public discourse at the national and regional levels, and for ensuring the long-term continuation of the coalitions built within the program.



## Balkans

***In October 2011, WCI staff, including President, Marjorie Margolies, Director of New Initiatives and Strategic Partnerships, Cathy Zurbach and Program Officers Nickie Séne and Marion Abboud traveled to Albania and Kosovo...***

...to conduct leadership, advocacy and communication trainings, deliver speeches and establish relationships with potential *partners, key leaders, program participants, and funders*. Collaborating with Clinton Global Initiative (CGI) partner She is the Key, through the initiative's founder Ernesta Redi, WCI worked to identify the gender gaps and needs with respect to gender equality in the region.

Using this information, WCI aimed to design a comprehensive Balkans Women's Economic Empowerment Initiative. The goal of this initiative is to fulfill national and regional development needs as expressed by a variety of key stakeholders, including women business leaders, local and national politicians, civil society leaders, young university women, academics, associations, and international NGOs. The initiative also fulfills European Union Gender Development Goals required for integration, a top priority for a number of Balkan states that are candidates for EU accession.





## African First Ladies' Strategic Initiative

***In late 2010 and 2011, WCI expanded its work in Africa to include the African First Ladies' Strategic Initiative (AFSLI), a region-wide capacity building program for First Ladies and their staff which included working closely with the African Union and Organization of African First Ladies (OAFLA) at the African Union Summit.***

AFSLI aims to provide the First Ladies of African nations with the technical and strategic support needed to continue the First Lady's work on the causes to which she is committed. With grants of \$100,000 each from the Greenbaum and Rockefeller Foundations, WCI developed a comprehensive curriculum that could be shared with these influential women, which included information on creating a philanthropic message, using media to share that message, building sustainable funding, and developing effective support teams. The goal of AFSLI exemplifies WCI's approach to women-led development because it seeks to enable African First Ladies to take ownership of their own ability to affect change on issues that are important to them, and to make visible strides toward reaching that end.

In January 2011, a team of WCI staff and trainers including a Francophone development specialist traveled to Addis Ababa, Ethiopia, to participate in the African Union Summit with the dual purpose of conducting workshops for First Ladies, and establishing regional partnerships that would secure the long-term sustainability of AFSLI. Curriculums were developed and shared in both French and English. Special efforts were made to include the Francophone countries in a meaningful way. After the Summit, interactive workshops with the wives of African ambassadors helped to build capacity and coalesce support for this program. With the Greenbaum and Rockefeller grants, we were able to create a platform from which we seek to launch a larger, more comprehensive, and sustainable program for Africa's First Ladies. In 2012, we are exploring opportunities and resources to scale up AFSLI and help it reach its full, exciting potential.

# Social Impact Partnership



***In 2011, Women’s Campaign International (WCI) established a partnership with Social Impact Inc. (SI) and its consortium team to provide skilled, competent, and quality support to help legislatures in developing nations become more accountable to the needs of their citizens.***

As part of an indefinite quantity contract with USAID, the consortium lead by Social Impact was one of five organizations selected to provide capacity building and training programs for deliberative bodies. On this team, WCI provides the gender sensitive support that ensures that women and men have the skills and resources needed to work together effectively and ensure that women are active in these legislative processes.

This is the first time WCI has been part of an IQC consortium! It’s a great opportunity for us to build partnerships with other organizations doing important work and to work with legislators to increase the numbers and influence of women in governance!







## Goldman Sachs 10,000 Women

*In 2011 WCI continued its efforts in providing “wrap around” services for the Goldman Sachs 10,000 Women program in Liberia. 10,000 Women fosters the skills of women entrepreneurs worldwide.*

WCI built upon its previous successes in Liberia to improve the quality and capacity of the 10,000 Women entrepreneurs as community leaders. To do this, WCI provided targeted wrap around services with leadership, management, technology and networking skills and training.

From January to May of 2011, WCI offered four trainings and general support to provide skills that enhance the quality of the participants' enterprises and



**10,000** WOMEN

strengthen their leadership and life skills capacity in a sustainable manner. In July of 2011, WCI's contract with Goldman Sachs' 10,000 Women program was renewed. In this second year WCI chose to focus on building the capacity of women to promote their businesses and themselves amongst future partners, buyers and investors. This includes trainings in networking, crafting a business pitch and public speaking. The WCI/ CHF partnership has resulted in a significant improvement in the quality of business education received by Liberian women entrepreneurs in the Goldman Sachs' 10,000 Women Certificate Program. It has thus increased the likelihood that women owned and women run enterprises will gain access to credit in order to build their businesses which will improve their income earning potential.



## All The Difference in the World

On November 3rd, WCI held its 4th annual “All the Difference in the World” Gala at the Metropolitan Club in New York. This year, we honored leading barrister and committed campaigner for women’s equality, Cherie Blair, whose incredible work in support of women entrepreneurs in developing countries is an inspiration to us all. In addition to Cherie’s keynote speech, the evening also featured musical performances by IMPACT Repertory Theatre and Eli “Paperboy” Reed.



Cherie Blair, wife of the former British Prime Minister, has led her own remarkable career as a human rights attorney and advocate of gender equality. She studied law at the London School of Economics and was admitted to the Bar in 1976. Cherie was appointed to the esteemed Queen’s Counsel in 1995 and holds an accreditation in mediation. In 2007, her courageous work on behalf of human rights was recognized when she was awarded the Eleanor Roosevelt Val-Kill medal. She founded the Cherie Blair Foundation for Women in 2008, which seeks to augment the role played by women in their economies and societies by giving them support in business development. At WCI, we are impressed and invigorated by her efforts to unlock the potential of women to affect change in some of the world’s most challenged communities.

## 2011 Gala





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. In 2011, our programs in Liberia trained over 10,000 women, with an emphasis on financial literacy and business development. Support from the Gala helped continue this much-needed program, whose effects ripple out to benefit participants’ families and communities, contributing significantly to the rehabilitation of this post conflict country.



# Donors

## Foundations

The Diller-von Furstenberg Family Foundation  
The Grantors Foundation  
The John and Marilyn Wells Family Foundation  
The McCune Foundation  
The Kayne Foundation  
The Rosenthal Family Foundation  
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## Corporate Donations

Goldman Sachs  
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Dr. Pete Farmer  
Nancy Forbes and John Romano  
Paula Singer  
Tim Briggs  
Amy Shelanski

# Financial Statements

## Revenue and Support

Government Grants	\$692,544
Individual Contributions	\$110,319
In Kind Donations	\$161,864
Special Event Revenue	\$210,170
Program Fees	\$231,170
Other Income	\$6,587
<b>Total</b>	<b>\$1,412,654</b>

## Board & Staff Lists

### Board of Directors:

Hether Smith  
Sara Nichols  
Jon Stiklorius  
Adelaide Ferguson  
Amy Gavin  
Lynne Gold-Bikin  
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Malena Ruth  
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Program Officer: Nickie Sene  
Program Assistant: Marion Abboud  
GALS Program Director: Karen Doyle  
Afghanistan Program Manager: Nasrin Rafiq

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Junior Program Officer: Wyeatta Moore  
Field Officer: Dominic Dennis  
Field Officer: Binda Freeman  
Field Officer: Wilfred Z. Kokeh  
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Accountant: Benedict Quaqua  
Driver: Anthony Doslah



# Women's Campaign International

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