**2015 Annual Report**

As a leading global advocacy organization, Women Deliver has been able to fuel a movement and attract and engage a broader group of stakeholders to join in its mission of increasing investments – financial and political – in the health, rights, and wellbeing of girls and women, especially maternal, sexual and reproductive health and rights. Women Deliver’s strategic and targeted advocacy aims to galvanize political and financial support among donors and decision-makers globally and locally to create positive change for girls and women.

Underlying all our work is that sexual and reproductive health and rights is fundamental for gender equality and progress for girls and women. A key strategy is vision alignment among sectors as a pathway to bring together diverse stakeholders from different sectors such as health, education, nutrition, economics, rights, etc. to improve the lives of girls and women – and thereby improve the lives of everyone.

Over 2015 the direction of the program has solidified, and staff, programs, and funding have expanded.

Key accomplishments of Women Deliver were:

* Support in the development of the SDGs in order to make them matter most to girls and women – the drivers of development – through advisory roles, leading consultative processes, input into global initiatives and processes, and a focused theme of the 2016 Women Deliver Global Conference
* New allies and new sectors engaged, including in sports, health, and gender equality
* Youth voices and inclusion amplified in global and national processes – and an additional 200 Young Leaders in 94 countries recruited and trained in advocacy on SRHR and SDGs
* Planned program and logistics for the largest conference on the health, rights, and wellbeing of girls and women in the past decade
* Transition, including strengthened and expanded staff and leadership group at Women Deliver

**Global Advocacy**

Core advocacy priorities in 2015 centered around the negotiation and adoption of the Sustainable Development Goals (SDGs), ensuring that girls, women, and young people receive the attention they deserve in the SDGs; development of the new Global Strategy for Women’s, Children’s and Adolescents’ Health; the broader post-2015 development framework; and a big push around gender equality and girls and sport. Women Deliver initiated several activities and participated in key meetings, consultations, and events; all which presented an opportunity to advocate for the health, rights, and wellbeing of girls and women, with a specific emphasis on gender equality and SRHR. Women Deliver also began planning a multi-issue integrated advocacy campaign to change the narrative on girls and women and accelerate the achievement of the SDGs – Deliver for Good.

Key Activities

* ![](data:application/pdf;base64,)Deliver for Good Campaign: In 2015, Women Deliver applied a gender lens to the Sustainable Development Goals (SDGs) and identified 12 critical investments – political and financial – in girls and women that will bring high returns for women and for societies in decades to come. It laid the groundwork for a new communication and advocacy campaign, initiated by Women Deliver, to mobilize multi-sector allies, change the narrative around gender equality and girls and women, and fuel the concrete SDG implementation at global and country level. The campaign launched at the 4th Women Deliver Global Conference in 2016 with infographics and research briefs and a strong, beautiful Commitment to Girls and Women.
* Girl Power in Play: Using the backdrop of the FIFA Women’s World Cup in Canada in 2015, Women Deliver initiated a big advocacy and communication push around girls and sports, which included the convening of a symposium — Girl Power in Play — in June in Ottawa of 160 high-level policymakers, advocates, athletes, and researchers, and a call to action to support girls’ participation in sport. The campaign mobilized 25+ engaged partners, active in in different aspects of gender equality, health and girls and sports, and both the symposium and the whole campaign highlighted how sport empowers girls, improves health and education outcomes and yields benefits that ripple across society. It also enhanced Women Deliver’s reach to new constituencies and drew new stakeholders into the work on gender equality and SRHR. Coverage of Girl Power in Play in an accompanying media campaign was highly successful in traditional and social media outlets. In less than two months, 8.1 million people were reached on Twitter; tweets reached Twitter timelines over 20 million times. 23 media pieces were published in 13 countries, as well as 3 opinion editorials including *The New York Times* and *The Guardian*. Three month later a paragraph women and sports was included in the UN Secretary General’s SDG report. The advocacy push was continued at the Women Deliver 2016 Conference.
* Integration of diabetes in pregnancy into maternal and newborn health: In the fall of 2015, Women Deliver began a new initiative with the World Diabetes Foundation and its vast network of partners to advocate and galvanize support for breaking down silos and integrating gestational diabetes into the MNH continuum. Over two and half years, Women Deliver will work largely at the global level, but also reach out to selected countries through its media and events. This is part of a new strategy at Women Deliver to build bridges between the MNCH and the NCD communities, and bring attention to factors that influence maternal, newborn, sexual, and reproductive health.
* Global Strategy for Women’s, Children’s and Adolescent’s Health: Women Deliver was very active in the development off and advocacy around the new Global Strategy for Women’s, Children’s and Adolescent’s Health, as well as in the Post-2015 SDGs Negotiations on the Means of Implementation and the Global Strategy: Women Deliver. Women Deliver participated in the overall work and specifically hosted the youth part of the consultations on the strategy. After the launch at UNGA, Women Deliver participated in the negotiations around the “means of implementation” and the SDG indicator development via our involvement on the Women’s Major Group, Every Woman Every Child. Women Deliver provided input into the indicators via various high-level consultations. Women Deliver formally re-committed to supporting Every Woman Every Child and publically outlined strategic commitments to the new Global Strategy for Women’s, Children’s and Adolescent’s Health.

Key Advocacy Events

Women Deliver identifies event opportunities during the calendar year where it can promote its message that when you invest in girls and women, everybody wins. Three events take place each year at the United Nations in New York and attract thousands of advocates and substantial media coverage.

* Commission on the Status of Women (CSW59) 9-20 March 2015: The 59th session of the Commission on the Status of Women took place at United Nations Headquarters in New York from 9-20 March 2015. The main focus was on the Beijing Declaration and Platform for Action. Women Deliver organized four events and was on hand at approximately 45 side events, spreading the message that when you invest in girls and women, everybody wins.
* The 48th Commission on Population and Development (CPD 48): CPD 48 took place from 13-17 April 2015 at the United Nations. It was an opportunity to deliver key messages and advocacy materials, as well as highlight the upcoming 2016 conference. To kick off CPD, Women Deliver and the Permanent Missions of France and Cuba hosted a high-level breakfast event, Young People’s Rights and Voices: The Core of the World We Want.
* UNGA: Women Deliver engaged in 80+ events during UNGA to highlight the role of women as drivers of development and acceleration of the implementation of the SDGs, promote youth engagement, as well as to increase interest in the upcoming Women Deliver 2016 conference.

On September 23, Women Deliver co-hosted an event with FHI360, Johnson & Johnson and Devex entitled: “The Next Generation of Development: Integrated Investments for Youth.” The event, which brought together more than 150 influencers and leaders, examined how strategically integrated investments in health, education, and economic opportunities for youth can accelerate progress on the post-2015 global development agenda.

On September 27, Women Deliver co-hosted an event with Johnson & Johnson entitled, “How will Today's Young Leaders Achieve the Global Goals?” The event featured a series of round-robin discussions with young leaders from around the globe dedicated to advancing RMNCAH and the empowerment of women and girls.

On September 29, Women Deliver co-hosted an event with UN Women and the Danish Mission entitled, “Women Deliver – and much more than babies: How to Make the SDGs Matter Most for Girls and Women.” The event, which was attended by more than 170 influencers, was designed to highlight gender equality and SRHR in the SDGS, and help build a bridge between the Sustainable Development Summit and the Women Deliver Conference in 2016.

Throughout UNGA , Women Deliver featured content in the Global Goals Live [Daily Delivery](http://us6.campaign-archive1.com/?u=082b579ddf3728a7f14acf487&id=854ecfa0bf), a digital newsletter curated by FHI360, Johnson & Johnson, Women Deliver and Girls Globe. The newsletter was sent out daily during UNGA, to a listserv of over 20,000 people, including those attending the conference as well as others following the events online.

Other

Women Deliver is an active member and contributor in many working groups and networks in order to elevate the issues affecting health, rights, and wellbeing of girls and women. We are also a sought advisor. Examples of our 2015 participation, not already referenced above, include:

* Clinton Global Initiative: Since 2014 Women Deliver has been a Health Advisor to the Clinton Global Initiative and Katja Iversen was in 2015 asked to expand the role and also serve as Gender Advisor and overall Program Advisor.
* FIGO: Jill Sheffield, the founder of Women Deliver, was named chairperson for FIGO’s Contraception Working Group. Women Deliver is also advising FIGO's Diabetes in Pregnancy Group
* PMNCH: Cecilia Garcia Ruiz, a Women Deliver Young Leader, was welcomed as a member of the PMNCH board. Women Deliver helped lead the successful campaign for a youth constituency in the PMNCH organizing structure. Katja Iversen serves as an observer to the Board.
* Women’s Major Group: Women Deliver participated in the Women’s Major Group – a formal group of civil society organizations focused on issues impacting women. Under the auspices of this group, Women Deliver has commented and participated in the post-2015 negotiations, indicator review as well as the development of statements related to the Commission on the Status of Women and Commission on Population and Development and the monitoring and advocacy efforts surrounding these UN negotiations.
* World Bank: Katja Iversen was in 2015 selected among hundreds of applicants to be on the World Bank's CSO Consultative Group on Health, Nutrition and Population.

**Youth Program**

After five years of testing new methods of youth engagement, the Women Deliver Youth Program kicked into high gear in 2015 with an expanded program. The Youth Program received new and substantial funding, and its staff expanded. The Women Deliver Youth Program was **named one of the top four programs** in the world that support the next generation of leaders.

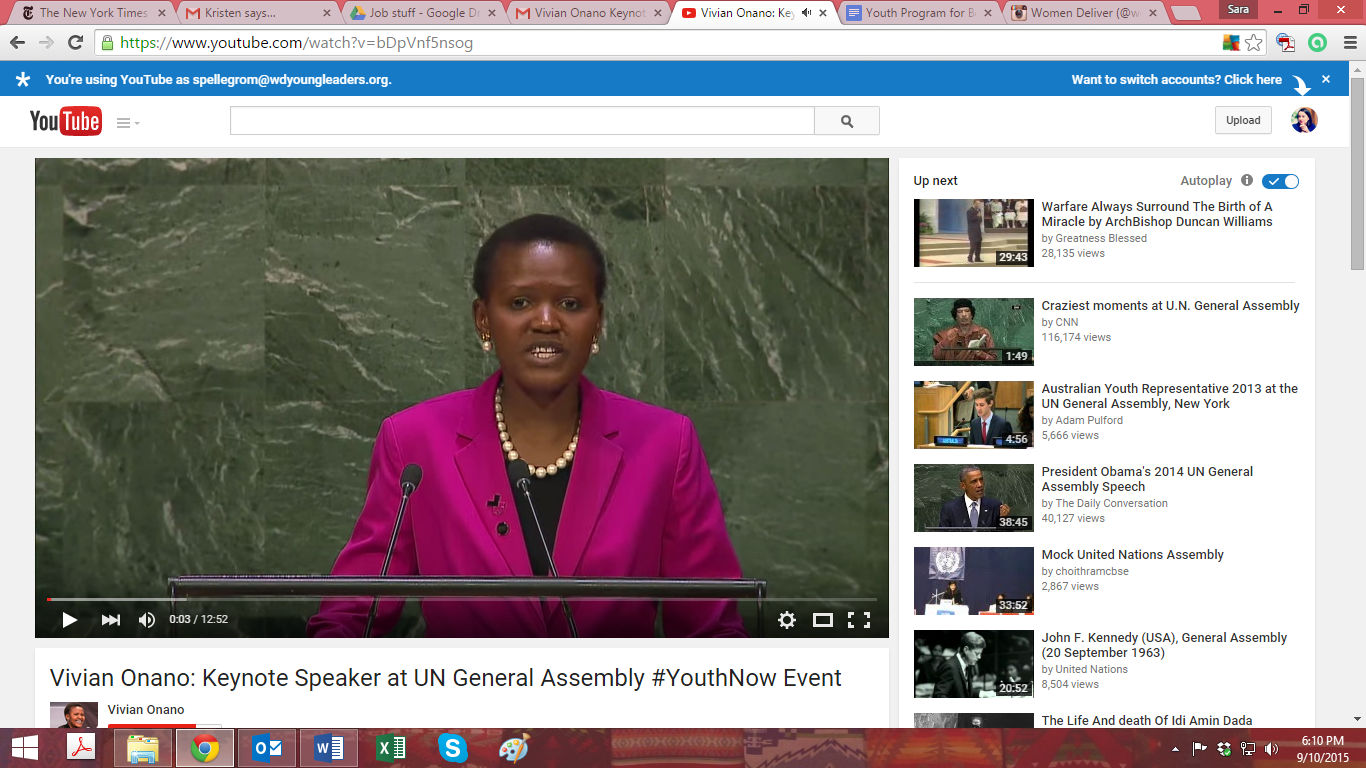
**KEY ACTIVITIES**

**A new cohort of Young Leaders:** Women Deliver increased the number of Leaders to 300 in May 2015 through a global competitive process by selecting 200 new Young Leaders to add to the 2013 cohort of 100. Software was purchased to streamline the online application review, and the Young Leaders selection process was refined. The Women Deliver Youth Working Group helped in the screening process, and 200 Young Leaders were selected from nearly 1,000 applications. Pictures and biographies were placed on the Women Deliver website.

**E-Courses I & II:** Each Young Leader, as part of the selection process, must commit to spend time on the program. Ideally over a year’s period, each will complete two three-month e-courses, developed specifically to hone their skills and increase their knowledge and ease in talking about sexual and reproductive health and rights and gender equality. In 2015, Women Deliver revised both e-courses, expanding the content to reflect the changes in international development.

The rate of completion is amazing given the fact that many Young Leaders are working full-time or in school. Over 70% of the Young Leaders passed and completed all necessary requirements of E-Course 1, which included core content on SRHR and global health frameworks (including the Sustainable Development Goals), advocacy skills-building, and communications strategies. E-course 2 was completed in December 2015 with a 60% completion rate. This course was designed to help Young Leaders plan and implement advocacy and communications projects.

**New Publications**: Women Deliver launched a [new toolkit](http://www.womendeliver.org/assets/A_Toolkit_for_Young_Leaders.pdf) called “Respecting, Protecting, and Fulfilling Our Sexual And Reproductive Health And Rights: A Toolkit for Young Leaders.” The toolkit highlights key SRHR issues and provides numerous resources to build youth advocates’ knowledge and capacity to take action, whether they have been involved in the field for years or are brand new.

**Speakers Bureau**: In summer 2015, Women Deliver formally launched a Young Leaders’ Speakers Bureau to amplify the youth voice globally. The Speakers’ Bureau goes beyond filling requests for Young Leaders to speak, of which several dozens are received by Women Deliver each year. Staff match key development events with the skills and interests of Young Leaders. They advise and review in the abstract submission process. Once accepted to present, Women Deliver works with the Young Leader in developing talking points and provides background information on the topic. Women Deliver provides travel support to the specific event. Often there is a staff member at the selected event, who can offer additional coaching and help in networking. The end result is not only increasing the number of Young Leaders who speak, but giving Young Leaders the opportunity to hone their public speaking skills with technical assistance and to speak out compassionately and with certainty for their issues.

Over its first six months, 25 Young Leaders received full or partial sponsorships from Women Deliver to speak at various high-level events, including the, UNGA, Maternal Heath Task Force Conference, and the Reproductive Health Supplies Coalition. Women Deliver helped with the talking points for 35 presentations. In addition, Women Deliver provided more than 50 references for Young Leaders, which resulted in a number of positive outcomes for Young Leaders, including, a Youth Seat on the *Every Woman Every Child* Independent Accountability Panel, and appointment of first a WD Young Leader and later a whole youth constituency to the PMNCH Board, and in 2016 roles on the Guttmacher-Lancet SRHR Commission. One Young Leader received an Alumni Innovation and Entrepreneurship Grant though the US Department of State and IREX.

In addition to ad hoc media appearances, Women Deliver began working with Young Leaders to enhance their written communication skills. Each Young Leader is encouraged to write blogs, which are then edited, if appropriate, and posted on the Women Deliver website and in other outlets. Many are subsequently picked by other organizations that are also looking to provide a youth perspective on an issue.

* + 3. 18 August 2015: The UN: “Unlimited Negotiation?” – *Women Deliver Blog* – Edith Asamani
  + 4. 16 September 2015: Fighting HIV/AIDS through Ending Stigma and Discrimination – *Women Deliver Blog* – Patrick Segawa
  + 5. 16 October 2015: Finding a Role in the SDGs: My Experience at UNGA – *Women Deliver Blog* – Inaam Abuelsoud
  + 6. 2 December 2015: Ensuring Access to Education on Universal Children’s Day and Beyond - *Women Deliver Blog* – Joannes Yimbesalu
  + 7. 7 December 2015: We Must Educate Girls to End Child Marriage – *Women Deliver Blog* – Onward Chironda and Nehsuh Carine Alongifor
  + 8. 9 December 2015: Reducing Maternal Deaths in Nigeria: How Men Can Play a Critical Role During Pregnancy - *Women Deliver Blog* – Nnamdi Eseme
  + 9. 11 December 2015: Ensuring Universal Access to Sexual and Reproductive Health Care Services Through SDG3 - *Women Deliver Blog* – Jennifer Amadi
  + 10. 15 December 2015: Beyond World AIDS Day, Continuing the Work to End HIV in Nigeria - *Women Deliver Blog* – Isaac Ejakhegbe
  + 11. 21 December 2015: Carving a Way Forward in the Fight Against HIV - *Women Deliver Blog* – Catherine Nyambura
  + 12. 25 January 2016: ‘I Thought It Was a Nightmare:’ Rape and Unintended Pregnancy - *Women Deliver Blog* – Ephraim Kisangala

**World Contraception Day Ambassadors Project:** In support of World Contraception Day (WCD) and the Young Leaders Program, Women Deliver and Bayer began working on a joint three-year World Contraception Day Ambassadors Project. The goal of the WCD Ambassadors project is to equip young people with the skills they need to collect and share digital stories about young people’s SRHR and access to contraception in their countries. The project includes a media and storytelling training, a $5,000 seed grant, and advocacy opportunities for the Ambassadors to showcase their work at the international level. Women Deliver selected five Young Leaders – one from each region – as well as a former Bayer intern from the US, to be WCD Ambassadors.

**Media and Communications**

Media and communications efforts at Women Deliver in 2015 focused on increasing the visibility of young people as key actors in global development, putting a gender lens on the Sustainable Development Goals, highlighting the strengthened investment case for girls and women, and profiling partners and their activities. Media and communications at Women Deliver is both a strategic and support function to advocate for change on the core issues, as well as a vehicle to promote Women Deliver's work.

Key Activities

**WEBSITE:**  Women Deliver greatly increased its web site presence in 2015 with 217,112 visitors. The majority of new visitors come to the website via Facebook and most often visited the Young Leaders page (Deliver for Youth). Rounding out the top five most-visited pages were conference scholarships for young leaders, International Women’s Day journalist nominations, and the “About” section.

Women Deliver worked with a web design company to redesign womendeliver.org, with a soft-launch set for March 2016 and hard-launch at the global conference. The new and improved website will better highlight the work and mission of the organization, use the newest technology and digital platforms, showcase the Young Leaders, and allow for more community engagement and better coverage of news and events. This will be aligned with a new digital strategy.

**SOCIAL MEDIA:** Women Deliver ramped up its social media in 2015 as a way to engage advocates and other in its work and issues, especially young people. Women Deliver used [Twitter](http://www.twitter.com/devex) to broadcasts its messaging and Facebook to build community. At the end of 2015, Facebook posts reached 1,728,804 people, and Women Deliver had 18,306 new followers on Twitter – an increase of 15 percent since June 2015. New this year was Instagram, and by the end of 2015, there were 2000 followers, which equates to almost 176 new followers between June and December.

**NEWSLETTER**: in 2015 Women Deliver revamped its monthly newsletter, which now reaches more 14,000 people.

**OP-ED CAMPAIGN:** An orchestrated op-ed campaign with multiple op-ed in various development focus media helped position Women Deliver as a leading organization when it comes to youth engagement, leadership and young people's sexual and reproductive health and rights. It also helped position the 2016 conference as the place to be among various stakeholders.

**Public-Private Engagement**

Women Deliver worked on private sector engagement via one-on-one meetings and initiatives with members of its corporate forum – C Exchange. In addition, Women Deliver met representatives from 20+ companies to cultivate new relationships and to secure sponsorships for the conference. Private sector funding for Women Deliver programs more than tripled.

### Plans were made to convene the first Women Deliver invitation-only private sector pre-conference 16 May 2016 together with BSR (a global non-profit business network), The Dutch Government and Novo Nordisk. The meeting will convene 40-60 high-level representatives from diverse private sector industries to discuss how companies can most effectively support women's empowerment and the achievement of the SDGs so they matter most for girls and women.

### Through strategic communication outreach, Women Deliver positioned itself in the public eye, as an organization who believes in private sector involvement in development.

**Women Deliver 2016 Conference**

**2016 Global Conference**



2015 was an extremely busy and productive year regarding planning of the 2016 Global Women Deliver Conference. Major highlights include the launch of the WD2016.org website, confirmations of support from multiple donors and sponsors, a successful scholarship process, as well as commitments to participate and to speak from high-level VIPs.

Key Activities

### Conference Patron: Her Royal Highness Crown Princess Mary of Denmark’s, patron of the 2016 Women Deliver Conference, participated in a big rallying event in Copenhagen with more than 100 organizations that are working on Danish Women Deliver related activities to take place in the month of May. She also participated in a Women Deliver event during UN General Assembly and spoke about the 2016 conference on numerous occasions.

### Scholarships: Women Deliver received more than 5200 scholarship applications and awarded 723 travel scholarships to the conference and 147 speaker’s scholarships. An amazing 10,000 people started an application for the 50 media scholarships, and 700 completed.

### Plenaries and Concurrent Sessions: Key activities included identifying the plenary session topics and formats. Several plenary speakers confirmed their participation. The concurrent session program also advanced with all session organizers confirmed.

* Virtual Conference: Women Deliver began planning a virtual conference that would go beyond livestreaming sessions and include interviews and conversations, allowing the conference to extend way beyond the physical attendance. Also new to the conference was Appy Hour, designed to highlight innovations in global health apps. More than 60 applications were received; of which 10 were chosen to be highlighted at the conference.
* Youth: Women Deliver re-configured the idea of a youth zone from being just a place where young people could relax and network to include education and opportunities for skills-building. It began planning the two youth pre-conferences and continued to work on travel and visa issues for the youth scholarships.

**Internal Changes**

Throughout 2015, Women Deliver continued its transition of leadership as its founder, Jill Sheffield, moved from management to strategic guidance and conference plenary planning. Katja Iversen, Women Deliver’s Chief Executive Officer, led the organization into this new phase of expansion of programs and reach. The transition has resulted in changes to the internal structure, processes of the organization and expanded programs. Women Deliver began its search for a Chief Operating Officer.