



2018 ANNUAL REPORT



➤ WOMEN DELIVER is a leading global advocate that champions gender equality and the health and rights of girls and women. Our advocacy drives investment—political and financial—in the lives of girls and women worldwide. We harness evidence and unite diverse voices to spark commitment to gender equality. And we get results. Anchored in sexual and reproductive health, we advocate for the rights of girls and women across every aspect of their lives. We know that investing in girls and women will deliver progress for all.

Dear Friends

Women Deliver has always had an ambitious vision for changing the world. We leverage our reach and partnerships to spark commitment to gender equality and the health and rights of girls and women. Because we know that in a gender equal world, everybody wins.

In 2018, we gained traction on gender equality and sexual and reproductive health and rights. We took advantage of every opportunity we could find to elevate issues, instigate action, and catalyze investment.

After years of knocking, we were welcomed through the front door at the World Economic Forum's annual meeting in Davos, Switzerland. We contributed to global UN declarations and resolutions, insisting that they improve the lives of girls and women. We served as advisors to corporations and governments and helped them look at their work through a gender lens. And we used our convening power, our communication skills, and our advocacy muscle to fuel collaboration and joint work with hundreds and hundreds of partners across the globe.

To all, we made the case that a gender equal world is healthier, wealthier, more productive, and more peaceful.

There is still plenty of work to do. We have to stop the backlash against women's rights and refuse to allow our progress toward a gender equal world to be reversed. We must ensure that girls and women from traditionally marginalized communities have a seat at the decision-making table and paths to leadership – including those from indigenous communities, those with disabilities, those from the LGBTQI community, and those affected by humanitarian emergencies.

But our trajectory is going upward. As I write this in 2019, I marvel at what we have contributed to a gender equal world in the ten short years since Women Deliver became an independent organization – sometimes leading and sometimes following, but always standing alongside great partners. We helped push the international community to view all the SDGs through a gender lens. We helped change the narrative around girls and women in policies, in marketing, and in advocacy. We helped clear the way for young people to move to the forefront of this drive for gender equality and sexual and reproductive health and rights. And we've catalyzed investment in the people who are making real change in their communities.

Because when we harness the power of individuals, organizations, and movements, we make tomorrow better than today – for, and with – girls and women everywhere.

KATJA IVERSEN

President/CEO

What was Women Deliver focused on in 2018?

- 1** DEEPENING
HIGH-LEVEL ENGAGEMENT
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ORGANIZATIONAL EFFECTIVENESS



LE SOMMET
DU G7 DE 2018

2018
G7 SUMMIT



CHARLEVOIX

2018
G7 SUMMIT

LE SOMMET
DU G7 DE 2018

CHARLEVOIX

SOMMET
DE 2018



DEEPENING HIGH-LEVEL ENGAGEMENT

Conservative pressures and populist winds of late have challenged investments in girls and women's health and rights — not least their sexual and reproductive health and rights (SRHR). Despite the political climate, Women Deliver remains steadfast in its mission to advance progress for girls and women. The year of 2018 saw several notable policy wins for gender equality worldwide, largely due to the coordinated and strategic global advocacy efforts of Women Deliver and its partners.

BY THE NUMBERS



With Prime Minister Trudeau's G7
Gender Equality Advisory Council

**PROVIDED 60
RECOMMENDATIONS**

on how to accelerate progress
for girls and women

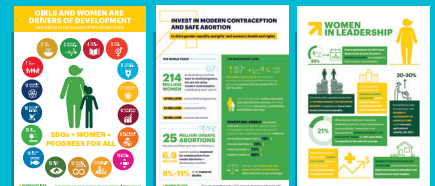
Served on

13 TASK FORCES,

resulting in technical input to

11 STATEMENTS AND 3 INSTANCES

in which this proposed language was
included in final policy documents



Provided evidence-based
INFOGRAPHICS and **POLICY
BRIEFS** that were distributed to
advocates and stakeholders at



100+
MEETINGS/EVENTS

DOWNLOADED
17,289
TIMES



Throughout the year, Women Deliver leveraged its position on high-level advisory roles with government, the private sector, and multilateral organizations.

Women Deliver's **role on Unilever's Sustainable Living Advisory Council**

helped incorporate a gender lens in its analysis of the company's global footprint and influence programming to better support girls and women across its value chain.

While **serving as an advisor to the World Health Organization's (WHO) Human Reproduction Program**,

Women Deliver helped advance new research to fill data gaps critical to effective health policy for girls and women.

And Women Deliver's **advisory role to the Global Financing Facility in support of Every Woman Every Child** helped inspire funding commitments from key donor governments, such as Denmark.

In addition to partnership work, Women Deliver individually met with several world leaders to discuss investment in girls and women, including United Nations Secretary-General, **António Guterres**, Managing Director and Chairwoman of the International Monetary Fund, **Christine Lagarde**, UN Women Executive Director, **Phumzile Mlambo-Ngcuka**, WHO Director-General, **Dr. Tedros Adhanom Ghebreyesus**, Prime Minister **Justin Trudeau** of Canada, **President Emmanuel Macron** of France, and **Prime Minister Juha Sipilä** of Finland, in addition to numerous ministers from across the globe. As Women Deliver's profile grows — for instance, Katja being named by Apolitical as one of the top 10 influential people in gender policy — more doors to key decision-makers open. Women Deliver is leveraging this enhanced reputation to deepen relationships, advocate in new spaces, and push for further investment in girls and women.



Katja Iversen and
United Nations
Secretary-General,
António Guterres



Desmond Atanga,
Women Deliver
Young Leader Class
of 2016 and WHO
Director-General,
Dr. Tedros Adhanom

Ephraim Kisangala,
Women Deliver Young
Leader Class of 2016
and Meghan Markle,
Duchess of Sussex





G7 GENDER EQUALITY ADVISORY COUNCIL

The G7 2018 was a prominent example of Women Deliver's advocacy for gender equality, including SRHR, reaching one of the highest political stages. **Women Deliver President/CEO Katja Iversen served as a member of Canadian Prime Minister Justin Trudeau's 2018 G7 Gender Equality Advisory Council. Working in collaboration with others on the committee and civil society leaders, Women Deliver seized the opportunity to push for meaningful change and commitment to gender equality with world leaders.** Of note, Women Deliver leveraged its engagement and leadership on two of the council's working groups. The Women's Empowerment and Gender Equality (WEGE) group and the Economic Growth and Gender Equality group provided an important opportunity to advance targeted policy recommendations in the report *Make Gender Inequality History*. Some of these recommendations were ultimately included in official G7 outcome documents and commitments: the *Charlevoix Declaration on Quality Education for Girls, Adolescent Girls and Women in Developing Countries* and the *Charlevoix Commitment on Equality and Economic Growth*. Katja Iversen was also selected by her Gender Equality Advisory Council peers to present the group's policy recommendations directly to the G7 Heads of State.



Women Deliver also achieved meaningful policy impact in other areas:

The World Health Organization's (WHO) 13th General Programme of Work —

adopted in 2018 to guide WHO strategy and operations for five years (2019-2023) — included Women Deliver-championed language referencing reproductive rights as a core component of health for all, and support for robust civil society engagement with WHO.

The final political declaration of the 62nd Commission on the Status of Women

(CSW) included Women Deliver's policy recommendations on unpaid care and violence and harassment in schools.

The Government of Sweden's strategy for global development cooperation in sustainable social development 2018–2022

reflects Women Deliver guidance on service and program integration, particularly integration of SRHR, Water, Sanitation, and Hygiene (WASH), and education.

These inclusions helped cement political will, driving action and investments in girls and women's health and rights across various dimensions with diverse leaders, donors, and implementers.

EXPANDING **DELIVER** **FOR GOOD** **CAMPAIGN**



Girls and women carry more than babies. They carry families. They carry businesses. They carry potential. And when we invest in gender equality and prioritize their health, rights, and wellbeing, it creates a positive ripple effect that lifts up entire countries. This is the guiding principle of Deliver for Good, a multi-partner campaign powered by Women Deliver that applies a gender lens to the Sustainable Development Goals (SDGs) and promotes critical investments in girls and women to power progress for all. 2018 was especially important year for Deliver for Good. New partners added their voices, a national-level campaign was launched in Kenya, and another was initiated in Senegal.

BY THE NUMBERS

Grew to

**46 ORGANIZATIONAL ALLIES
AND 400+ SUPPORTING ORGANIZATIONS**

from around the world

CONDUCTED 10 Q&As

with well-known leaders

Started national-level advocacy work in

2 NEW COUNTRIES,

Kenya and Senegal



The Deliver for Good Campaign focuses on the whole girl and the whole woman — not just her health needs, her educational needs, or her rights, but also essential socio-economic factors, political participation, and economic empowerment.

Notably, the Campaign's 12 infographics and policy briefs across all of these issue areas continue to convey important points of evidence and present them in language that is widely accessible. Throughout 2018, these tools were distributed widely to decision-makers and advocates alike.



The Deliver for Good Campaign is powered by Women Deliver and a diverse set of partners working across multiple sectors, issue areas, and generations. **In 2018, the Campaign welcomed MercyCorps as a new Advisory Group Partner, bringing in deeper perspective and expertise on girls and women in humanitarian settings.** Deliver for Good explored ways of engaging the private sector in the campaign, setting the groundwork for meaningful engagement and a strong push from important allies.



*Conceptualizing the **Business Ally Network** was a priority in 2018, with a focus on consultation to define the vision and scope of the network. P&G and Merck were leading partners in this effort.*

Throughout the year, the Campaign leveraged the voices of prominent influencers to drive the messages of cross-sector collaboration forward. **Monthly Q&A features in 2018 included former Prime Minister Helen Clark, Prime Minister Jacinda Ardern, Managing Director of the International Monetary Fund Christine Lagarde, and Director-General of the World Health Organization Dr. Tedros Adhanom Ghebreyesus.** The impressive profiles of these authors speak to the ever-growing reputation of Women Deliver. These Q&As were distributed to Women Deliver's wide network of advocates, as well as the audiences of the interviewees themselves, as part of a long-term narrative change strategy.



LAUNCH OF



After two years of global-level coalition building, it came time for the Deliver for Good Campaign to deepen work in priority countries and push for national-level policy change.

First up was Kenya, with three distinct goals:

- Create a national coalition, engaging stakeholders to build consensus on a policy advocacy agenda,
- Work collaboratively to change the narrative around girls and women,
- and catalyze concrete action by decision-makers.

Deliver for Good Kenya determined four key focus areas, along with the crosscutting theme of data and accountability:

- 1 Women's political participation and decision-making**
- 2 Access to comprehensive health services, with a focus on SRHR**
- 3 Women's economic empowerment**
- 4 Women's access to land resources**

After months of strategic planning, **the Deliver for Good Kenya Campaign formally launched in November 2018 with a public event featuring more than 170 individuals from Kenyan civil society and government bodies.** The public launch was a key moment of visibility for the Campaign, functioned as an opportunity for engagement with key decision-makers and influencers, and served as encouragement for new partners to join in the efforts.

Immediate and notable outcomes of the event included extensive social and traditional media coverage and engagement, including 33 original media stories in Kenya, Denmark, and across the world, and strong engagement, which is critical in the Kenyan political landscape. As a result, government representatives across many Kenyan Ministries — including Gender, Health, Agriculture, Labor, and the National Bureau of Statistics — demonstrated stronger participation and commitments.

The Deliver for Good Campaign also expanded into Senegal in late 2018.

Two organizations were selected to co-lead the Senegal campaign:

RÉSEAU SIGGIL JIGÉEN (RSJ)

a well-established women's organization with a robust track record of influencing public policy and decision-making at the national level

ENERGY FOR IMPACT (E4I)

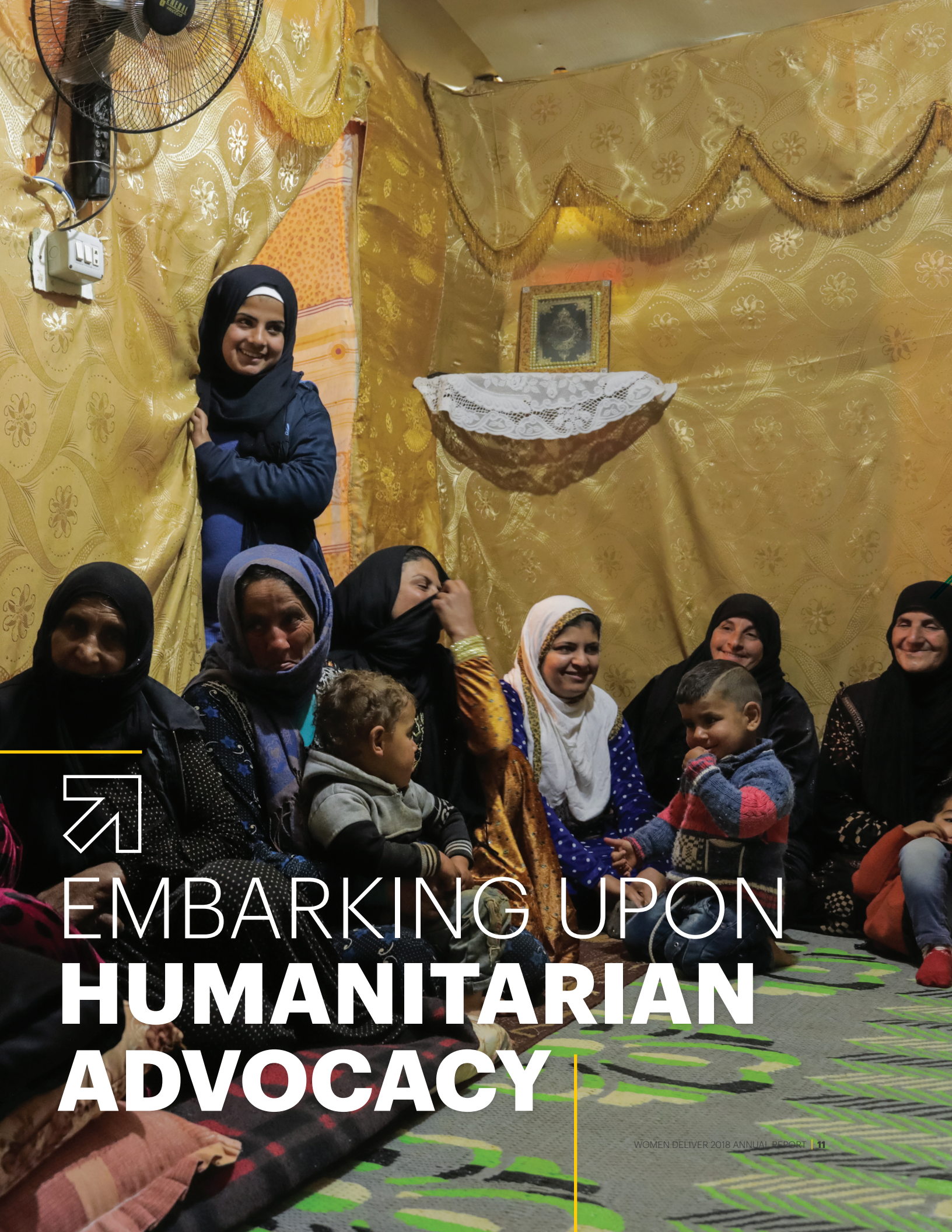
a local affiliate of an international NGO with deep experience working on energy and access to resources through a gender lens



Two strong and distinct organizations were selected to be co-leaders due to their complementary organizational strengths. The Deliver for Good Senegal co-leads, supported by Women Deliver, hosted a workshop in November, which gathered multi-issue, multi-sector stakeholders in an important first step to determine the priorities of the Deliver for Good Campaign in Senegal. **Eighty participants, including representatives from seven Senegalese ministries, donors, stakeholders from UN agencies, media institutions, and civil society organizations, convened and identified three policy priorities:**

- 1** Women's Access to Clean Energy Resources
- 2** Women's Sexual and Reproductive Health and Rights under Universal Health Coverage
- 3** Girls' and Women's Access to Education

Country-level advocacy efforts will begin in earnest for the Senegal campaign in 2019.



EMBARKING UPON HUMANITARIAN ADVOCACY

Humanitarian emergencies make girls and women vulnerable to violence, less able to access lifesaving sexual and reproductive healthcare services, and less likely to live their full potential. For over a decade, Women Deliver has used every tool in its advocacy toolkit – convenings, partnerships, communications campaigns, and more – to help elevate the voices of girls and women and put gender considerations at the center of the global development agenda. Women Deliver has always known that there were useful insights from this gender lens work for the humanitarian sector, and the organization went into 2018 determined to apply these learnings.

BY THE NUMBERS

Publically launched a new humanitarian advocacy program at an event engaging over

125 PARTICIPANTS REPRESENTING



60



DEVELOPMENT ORGANIZATIONS AND

8



GOVERNMENTS

Contributed stories to

3 PROMINENT

humanitarian publications



LIVESTREAMED



a panel discussion on humanitarian aid for women at CSW,

REACHING 2,400+ ONLINE VIEWERS

In its newest area of advocacy work, Women Deliver champions gender equality and the health and rights of girls and women everywhere, including those in crisis settings.

Women Deliver elevates the voices of women, and the local organizations they lead, to help ensure they have a seat at the decision-making table. At the same time, Women Deliver helps guide the humanitarian sector to deliver the strongest response for girls and women. After only nine months, this growing area of advocacy is already making strides.

2018 PARTNERSHIPS:



World Food Programme

World Food Programme (WFP) is the food-assistance branch of the United Nations and the world's largest humanitarian organization addressing hunger and promoting food security. Women Deliver amplifies WFP's work on gender equality and SRHR, specifically on nutrition for girls and women of reproductive age.



The NEAR Network is a movement of local organizations with a bold ambition to reshape the top-down humanitarian and development system to one that is locally-driven and owned.

Women Deliver ensures their advocacy is informed by the rights of girls and women in humanitarian crises and their engagement in the localization agenda is delivered in a gender-sensitive manner.

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LISTENING AND LEARNING IN LEBANON

A key pillar of the new Humanitarian Advocacy program is working directly with women affected by crises. So, in the fall of 2018, Women Deliver staff traveled to three different cities in Lebanon to meet with women and hear first-hand what hurdles they face and the work they do to overcome them.

1 Nadia (Lebanese) and Houda (Syrian) are good friends – despite living in a neighborhood marked by deep cultural tensions between their communities. The two women first realized they were neighbors when they began walking together to a safe space in Tripoli. They spoke passionately with us about their experiences grappling with traditional gender roles and expectations – issues they felt they could not speak openly and confidently about until recently.

Refugees make up one quarter of Lebanon's population – the highest per capita density of refugees worldwide.

2 In North Bekaa, refugee women and adolescent girls shared their diverse experiences with contraception in the tented settlements where they lived. While some shared their desire to have more children, others expressed a strong demand for contraception to help space out their pregnancies. Many women and adolescent girls were using contraception without telling their husbands. Despite differing views on contraception, all hold a deep desire to make informed choices about their own bodies and futures.

3 Pictured is Beit Beirut, a beautiful museum that was destroyed during the civil war. Women Deliver Young Leader Ramona shared that female architects were an important part of the recovery and reconstruction of this historical building and so many more – demonstrating the often overlooked power of women in the aftermath of humanitarian crises.

This trip reinforced the important role of women-focused civil society organizations in Lebanon, and their need for more support in advocacy, communications, and program management – gaps that Women Deliver is well-positioned to help fill.



Putting girls and women at the centre of humanitarian action

Marcy Hersh brings news of an advocacy effort by Women Deliver, which calls for more effective gender-sensitive humanitarian action for girls and women in emergencies

I will never forget the day I met Nour, a young woman from Dar'a, Syria, whose pursuit of asylum was unimaginably difficult and cruel – simply because she was female.

We met in Chios, Greece, in 2016, where she arrived on a fragile rubber dinghy, just a few weeks pregnant with her fifth child. The camp she was brought to was not built with girls and women in mind, even to basic food, safety, and sanitation services were rarely accessible or appropriate for her needs. Maternal health services existed, but without female translators or specialized providers, they could not help Nour when she needed them the most.

She traveled delivering her child, not knowing how or if she and her baby would receive the care they needed.

What I witnessed in Greece isn't an anomaly – far from it. Unsurprisingly, girls and women are consistently

It is unsurprisingly that girls and women are consistently under-served in humanitarian settings. Their experiences are constant reminders that we, as an international community, can and must do better.

Jaff Durrani | [ImageZoo](#) | [Alamy](#)

14 Resources, links, pictures, videos and much more are available for subscribers in our digital and online editions. [See !\[\]\(d4cb9ad4283ea49bc4d52e0c1103c95f_img.jpg\) www.crisis-response.com](#)

Women Deliver brought a gender and SRHR lens to major humanitarian milestones and meetings in 2018, ensuring that girls and women are at the forefront of these conversations.

Women Deliver conceived of, and is leading, a new Communications and Digital Media Workstream of IAWG: Inter-agency Working Group.

With Women Deliver's leadership, IAWG and its members have produced some of the most cutting-edge evidence, policy analysis, and advocacy messages on access to SRHR services in emergencies. Women Deliver is now ensuring these resources reach decision-makers and frontline practitioners to spark real change.

CONTRACEPTION WITHIN EMERGENCY RESPONSE: ESSENTIAL. WANTED. NEEDED. POSSIBLE.

The sexual and reproductive health needs of women and girls don't stop when emergencies strike – which is why **contraception is an essential part of any emergency health response.**

More than 32 million women and girls of reproductive age worldwide require humanitarian assistance, including of reproductive health and contraception.

Demand for contraception is present, and often increases during emergencies – a time when women and girls need it most.

The onset of crisis brings an increased risk of unintended pregnancy, death or disability during pregnancy and childbirth, and **unsafe abortion.**

As such, research shows that **up to 40% of women experiencing displacement across diverse settings want to avoid becoming pregnant in the next two years.**

Access to contraception helps ensure women and girls have the power to make autonomous decisions about their bodies and their futures.

From Bangladesh to the DRC and beyond, many programs are offering high quality, client-centered, context-appropriate services, including long-acting methods, as part of emergency health response.

This should be the norm.

Since 2011, the combined efforts of CARE, the International Rescue Committee and Save the Children have supported the PAISE initiative, have delivered contraceptive services, including long acting methods, to more than 1 million women and girls assisted by crises.

IAUG INTERNATIONAL ASSOCIATION OF UNITED GAYS IN EMERGENCY RESPONSE

[illegible][illegible][illegible]



PRACTICING MEANINGFUL YOUTH ENGAGEMENT

Young people are changing the world today, creating the reality of tomorrow. Speaking up, challenging norms, collaborating, and building networks – young advocates are driving positive change in their communities, countries, and around the world. Women Deliver is shifting the global landscape in favor of meaningful youth engagement because we know young people are shaping a gender equal future. It's time to follow their lead.

BY THE NUMBERS



Equipped Young Leaders to provide

**POLICY RECOMMENDATIONS
IN 84 INSTANCES**

18 of which were reflected
in final policy plans,
strategies, or agendas



AWARDED 20 YOUNG LEADERS
from 12 countries small grants opportunities totaling
\$85,000

Women Deliver announced its Young Leaders Class of 2018 in February, the largest and most diverse cohort to date.

» **300 YOUNG LEADERS WERE CHOSEN FROM NEARLY 3,000 STRONG APPLICATIONS**

Of these, 78 advocates focus their efforts specifically on SRHR, specializing in a wide array of subjects, including **contraception, safe abortion, HIV/AIDs, comprehensive health services, and adolescent health.** Hundreds more work on intersectional issues, including **gender-based violence, LGBTQIA+ rights, and peace and security.** The impressive quantity and quality of applications submitted suggests the desire and capacity of young people to be politically engaged in issues impacting girls and women, and the growing, positive reputation of Women Deliver's Young Leaders Program. In total, this new cohort **represented 121 countries, and, for the first time, included adolescents, youth living in humanitarian settings, recently resettled refugees, and indigenous youth.**

In an effort to explore additional ways to support Alumni of the program, Women Deliver **reached out to its 400 former Young Leaders and created an advisory group comprised of ten individuals from the 2010 and 2013 cohorts.** The group now regularly collaborates and advises on the best next steps to enhance Alumni engagement.

YOUNG LEADERS PROGRAM

The Women Deliver Young Leaders Program equips outstanding young advocates with knowledge and skills and connects them to the platforms, the people, and the resources that can amplify their influence in shaping policies and investments for gender equality.



DIGITAL UNIVERSITY

An enhanced Digital University launched in July 2018, introducing a more comprehensive curriculum and digitally-sophisticated online platform for Women Deliver Young Leaders. **The curriculum includes training on a range of subjects, including SRHR, advocacy and communication tactics, grant proposal writing, and financial stewardship.**

Lessons are reinforced through creative storytelling components that feature external case studies and stories from the Young Leaders themselves. A strong focus on measurement and learning ensured that knowledge retention was assessed throughout the program.



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SPEAKERS BUREAU

The Young Leaders Program Speakers Bureau identifies national and global speaking opportunities for Young Leaders and Alumni and supports their elevation to positions of influence and power.

Throughout 2018:

- **30 Young Leaders and Alumni** were appointed to influential and high-level panels, commissions, and boards
- **More than 100 Young Leaders and Alumni** were involved directly in policy and organizational strategy consultations, ranging from intimate technical workshops to high-level public events and UN gatherings

Women Deliver staff provided technical assistance to ensure that Young Leaders and Alumni felt confident and equipped to share their lived experiences, perspectives, expertise, and recommendations with critical stakeholders and decision-makers in powerful ways.



YOUNG LEADER ADVOCACY *IN ACTION*

In Guyana, **Young Leader Kobe Smith (Class of 2018)** led **negotiations and consultations** to finalize the national reintegration policy for teenage mothers in the country, where thousands of adolescents grapple with pregnancy each year. Guyana ranks the second highest in teenage pregnancy in Latin America and the Caribbean. Rather than being offered support and education, teenage mothers are often stigmatized and denied re-entry to schools. **This new policy now makes it mandatory for schools to provide a safe environment for teenage mothers to continue their schooling.**



Small Grants demonstrate Women Deliver's commitment to building the capacity of young advocates who exhibit potential and passion in advancing local gender equality projects. These grant opportunities help Young Leaders gain a proven track record and show institutional donors that young people should not be ignored, underestimated, or under-funded. **In 2018, 20 Young Leaders and Alumni from 12 countries each received \$1,000-\$10,000 to implement short-term six-month advocacy projects.** In addition to supplying project funding, Women Deliver staff provided technical assistance throughout the project's duration, assisting with advocacy, communications, and inclusion strategies to ensure the Young Leaders felt supported as they implemented diverse and far-reaching programs. For example, one grant produced a mobile app in Pakistan that addresses major gaps in information about available sexual and reproductive health services in the country, benefitting about 5,000 people. Another grant equipped young people to advocate for improved information on sexual education in Rivers State, Nigeria, resulting in 25 trained adolescent and youth advocates, a social media campaign that reached over 1 million influencers and decision makers on social media, and six strategic advocacy visits to the Director of Public Health, the Ministry of Health, and the Director of Schools.

Multi-Country Workshops strengthen the capacity of Young Leaders and their relationships with youth-led and youth-serving organizations in the region to become more effective and coordinated advocates for gender equality and the health and rights of girls and women. Women Deliver hosted its second Young Leaders Program Multi-Country Workshop in Amsterdam in July ahead of the International AIDS Conference, inviting **17 Young Leaders and Alumni of the program residing in the Middle East or North Africa (MENA)** for a full day of knowledge sharing, capacity building, and networking.



In November, Women Deliver convened nearly 60 Young Leaders and Alumni residing in Southern and Eastern Africa (SEA) in Kenya for the Young Leader Program's third and largest Multi-Country Workshop to connect, collaborate, and catalyze action for gender equality. This workshop featured a day and a half of programming that was designed by Young Leaders and alumni with support from the Women Deliver Youth Engagement team. The planning committee co-created meaningful team-building exercises, created space for in-depth and informative Young Leader and alumni presentations and breakout sessions, and facilitated networking opportunities aimed at enhancing participants' knowledge, skills, and connections. The resulting array of rich programming was successful in building capacity and collaboration, enhancing skills and networking, and building the drumbeat toward the Women Deliver 2019 Conference.





UTILIZING **CREATIVE COMMUNICATIONS**



As an advocacy organization, Women Deliver sees communications — including traditional and digital media — as an invaluable tool to build the capacity of other advocates and move the needle on gender equality. Communications is cross-cutting in Women Deliver's work, but certain communications activities stand alone and stand out in 2018.

BY THE NUMBERS



Earned coverage in

**16 TOP-TIER
NEWSPAPERS**

Already an industry leader on social media, increased following by



+ 13.8%



+ 7.8%



+ 58.9%



+ 78%



Reached

**1.2 MILLION
PEOPLE**

with multi-lingual messages
about the conference

**WOMEN
DELIVER 2019
CONFERENCE**

我要参加 2019
女性传承国际会议

在温哥华见!
#WD2019



شارك في #WD2019
أكبر مؤتمر عالمي حول المساواة
بين الجنسين وصحة الفتيات والنساء
وحقوقهن ورقاهن.

فماذا عنك؟

Women Deliver's impressive reach across traditional media outlets was a result of efforts to capitalize upon internal and external key events and significant moments. For example, Katja Iversen's appointment to the first ever Gender Equality Advisory Council to the G7 Presidency was a landmark moment for Women Deliver. **The Communications team proactively pitched journalists and fielded media requests; as a result, Women Deliver was interviewed as an expert on the issue of gender equality in important media outlets including The Globe and Mail, Bloomberg, Devex, The Guardian, The New York Times, Teen Vogue, Ritzau, Politiken, and others.**



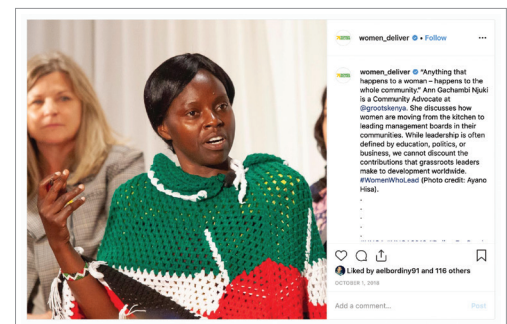
The New York Times

teenVOGUE

/ritzau/

POLITIKEN

Staff and Young Leaders further contributed to editorial content, broadening Women Deliver's reach and exposure through valuable thought-leadership in the form of articles and op-eds.



Women Deliver ramped up digital communications in 2018, seizing on key milestones throughout the year to push for movement toward gender equality and SRHR, including **World Contraception Day, International Day of the Girl, What Women Want, and the UN General Assembly (UNGA).**



Paired with this event was the release of two new advocacy tools on Women's Leadership — a policy brief and infographic. Rich with data and policy recommendations, these were some of the most valuable advocacy materials in 2018 and the foundation for many Women Deliver editorials, interviews, and speaking engagements.

[illegible]

On World Refugee Day, in an effort to highlight women's local leadership in refugee responses, Women Deliver invited organizations to arrange for an inspiring refugee woman, or a woman who supports refugees, to take over their social media feeds for the day. Women Deliver secured takeover participation from several prominent players, including the **UN Migration Agency, War Child, Girl Rising, BRAC, the Pulitzer Center for Crisis Reporting, and the Every Woman Every Child partnership**, among others.



PREPARING FOR **WOMEN DELIVER 2019 CONFERENCE**



Women Deliver conferences are game changers. These triennial global conferences have become the world's largest on gender equality and the health and rights of girls and women, playing a pivotal role in changing the narrative and setting the global agenda on investments in gender equality and girls and women. The conferences consistently attract and inspire world leaders, influencers, and thousands of advocates, activists, and implementers. But the conferences are more than a beacon of hope, they are a platform – co-created by hundreds of organizations – to bring forth the best and most promising solutions to advance progress for girls and women. While it happens every three years, each conference is years in the making. This year was about putting the building blocks in place to execute the most impactful Women Deliver Conference to date.

BY THE NUMBERS



Awarded scholarships benefits to

1,250 PEOPLE

and fully funded 116



Implemented specific ideas from

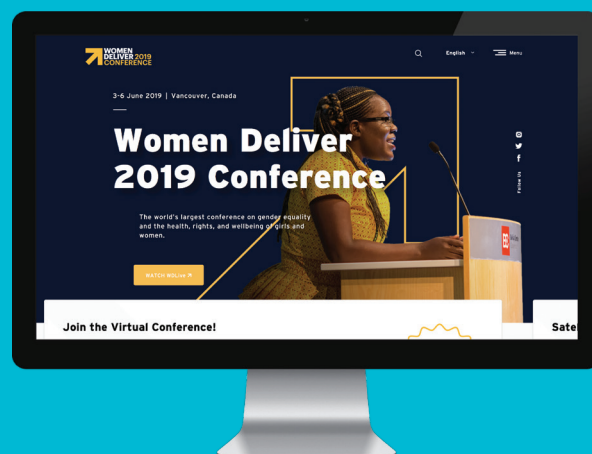
75 ORGANIZATIONS

1,537 INDIVIDUALS

captured during the global listening tour



Received



2,474 VISITS

per day to the conference website

To anchor the many components envisioned for the 2019 conference in Vancouver, Canada, Women Deliver chose the conference theme:

POWER. PROGRESS. CHANGE.

and **a frame to explore how power operates on three levels:**

> INDIVIDUAL

The power of girls and women

> SYSTEMIC/STRUCTURAL

Challenging existing power relations

> MOVEMENTS

Challenging and channeling existing power structures

This decision followed a deliberative and extensive process that took into consideration contributions from a nine-month international Listening Tour, the 2019 Conference Strategy Meeting held at the Rockefeller Conference Center in Bellagio in May 2017, and input from the 30-member Conference Advisory Group.

Together with the Advisory Group, **Women Deliver recruited and confirmed 126 partner organizers to develop 105 concurrent sessions.**

Reflecting on feedback from the Women Deliver 2016 Conference in Copenhagen, the team decided to introduce sessions on technology, adolescents, movement building, and indigenous communities, as well as workshops and skills building sessions.

Significant efforts were made to ensure that traditionally underrepresented voices were included in programming and organizing, such as those from indigenous communities, people living with disabilities, girls and women escaping crises and/or living in humanitarian settings, adolescents, and members of LGBTQIA+ communities.



1,357 INDIVIDUALS
FILLED OUT AN ONLINE SURVEY



75 ORGANIZATIONS
FROM A WIDE RANGE OF SECTORS
AND ISSUE AREAS WERE CONSULTED IN-PERSON

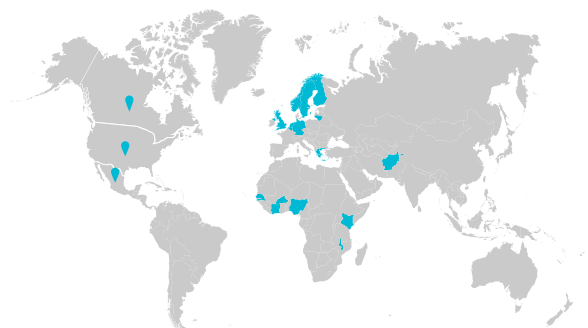


INTERVIEWS

17 GOVERNMENT INSTITUTIONS **28** NGOs
11 UN AGENCIES **2** MEDIA ORGANIZATIONS
2 PUBLIC-PRIVATE PARTNERSHIPS
5 CORPORATIONS **6** FOUNDATIONS
1 THINK-TANK **3** OTHER ORGANIZATIONS



150+ INDIVIDUALS
CONTRIBUTED IN GROUP INTERVIEWS



STAKEHOLDERS WERE BASED IN 20 COUNTRIES

Afghanistan, Belgium, Burkina Faso, Canada, Cote D'Ivoire, Finland, Germany, Greece, Kenya, Lithuania, Malawi, Mexico, Nigeria, Netherlands, Norway, Senegal, Sweden, Switzerland, U.K., and U.S.A.

GLOBAL LISTENING TOUR

Women Deliver concluded a nine-month Listening Tour in January 2018 during which staff consulted with experts and advisors on a wide range of issues affecting girls and women to inform and frame the conference. The Listening Tour included one-on-one and group interviews with 150+ individuals, as well as an online survey completed by 1,357 individuals. Promotion of the online survey was done through a combination of

- > email marketing
- > social media
- > in-person networking at international convenings

Participants from 75 organizations across sectors and issue areas, including government institutions, NGOs, corporations, and foundations, were consulted via in-person interviews, representing dozens of youth-serving and youth-led organizations around the world and stakeholders from over 20 countries.

This effort to consult with a global audience, especially grassroots advocates without reliable access to the internet, helped Women Deliver design a conference program that included diverse speakers and reflected the most pressing issues of our time.

Women Deliver's scholarship program, which **provides financial assistance to some of those who would otherwise be unable to cover the cost of attending the conference, was launched in early March 2018.** Preference was given to those from low- and middle-income countries and/or vulnerable populations, and those who are working to advance gender equality and the health and rights of girls and women.

- > **The 6,000+ applications were reviewed by Women Deliver and the Conference Advisory Group**
- > **116 scholarship winners were selected and informed in December**

Women Deliver unveiled a newly designed and bilingual (English and French) conference website on International Women's Day (March 8, 2018) that averaged 2,474 visits per day since its launch.



To generate momentum, Women Deliver unveiled a “power” video and hashtag, #ThePowerOf. At the close of 2018, the video had garnered over

- > **14k views, and**
- > **#ThePowerOf was used upwards of 5.6K times from its launch through the end of 2018.**

Registration for the Women Deliver conference was successfully launched early, and at the close of 2018, all exhibit booth spaces, side events, and sponsorships were sold out.



RECOGNIZING **DONORS AND SUPPORTERS**

Women Deliver worked hard, got results, and moved the needle for girls and women worldwide in 2018 – all of which would not have been possible without the generous support of funding partners. While financial investments are vital to Women Deliver’s sustainability, strategic guidance from governments, foundations, the private sector, and NGOs is as equally valued in the shared push for gender equality. Contributions are helping Women Deliver achieve big wins and get closer to a world where girls, women, and young people can live their full potential.

BY THE NUMBERS

At the close of 2018, Women Deliver secured over

\$10.3 MILLION USD FOR

through grants and sponsorships



Women Deliver secured 12 grants with new multi-year funders, including

**THE OAK FOUNDATION, NOVO FOUNDATION, P&G, FONDATION CHANEL,
MERCK, AND THE GOVERNMENT OF SWITZERLAND**

Renewed funding was also secured from

THE BILL AND MELINDA GATES FOUNDATION AND JOHNSON & JOHNSON

FUNDING PARTNERS

This year, Women Deliver continued its effort to focus on securing **long-term funding from a diversified base of donors that includes governments and foundations, as well as private sector partners.**

Since its inception as an organization nearly nine years ago, Women Deliver's programming has grown with impressive scale and depth, establishing goals that will see it lead complex advocacy initiatives and expand a Young Leaders Program that engages and positions youth meaningfully. **Women Deliver's fundraising efforts have increased in step with its organizational growth,** ensuring its ability to build a sound operational foundation and strategically execute ongoing and expanded long-term projects that will yield sustainable results for decades to come.

In 2018, Women Deliver launched 12 partnerships with new and existing partners. The funds are powering policy, advocacy, and youth programming. Women Deliver is very grateful for these funding partners that have invested in advancing the health and rights of girls and women globally and are committed to working in the true spirit of collaboration.

PRIVATE SECTOR PARTNERSHIPS

Women Deliver's engagement with the private sector is **grounded in a deep understanding of the power of the cross-sector collaboration in driving progress for girls and women and the potential of harnessing the comparative advantages unique to businesses.** The private sector is now widely recognized as a key partner in advancing sustainable development, bringing with it

- > strong business acumen,
- > the creative ability to innovate and share and scale solutions, and
- > the commanding voices necessary to encourage action.

The private sector is key to shaping the agenda today on tackling gender inequality. Women Deliver is committed to cross-sector, cross-issue approaches that will bridge the gender gap and spark commitment to girls and women. Women Deliver has partnered with the private sector since its inception. **In 2018, Women Deliver's effort were significantly elevated through partnerships with J&J, P&G, Merck, Unilever, and HP.** Women Deliver looks forward to engaging with partners in unique and tailored approaches to bring the best ideas and solutions forward.



CONFERENCE SPONSORS AND DONORS

Support for the Women Deliver 2019 Conference came from a wide range of partners, across all sectors, including representatives from governments, civil society, and the private sector. These sponsors, in recognizing the value of engagement at the conference, committed early, thereby fully funding WD2019 more than six months ahead of time.

These organizations and governments provide far more than financial support, breathing life into a diversity of conference components. Civil society, private sector, and government representatives prepared to participate throughout the conference through side events and concurrent sessions, as well as at numerous pre-conferences, in the Youth Zone, on the Power Stage, and much more, demonstrating the power of cross-sectoral partnership.

WOMEN DELIVER'S FUNDING PARTNERS

GOVERNMENT



FOUNDATIONS



PRIVATE SECTOR



*Merck is known as MSD outside the United States and Canada.

OTHER





**WOMEN
DELIVER**



IMPROVING
**ORGANIZATIONAL
EFFECTIVENESS**

Women Deliver has recently prioritized investment in internal systems, including infrastructure, strategic planning, policy enhancements, staff growth, and professional development to ensure its operational approach stays ahead of organizational growth. A strong foundation is helping Women Deliver become more efficient in achieving its mission, while creating a work environment that generates optimal results.

Women Deliver's growth can be characterized as a focus on innovation, evolution, and improvement – scaling strategically to create greater impact, yet staying nimble in order to seize new opportunities. Women Deliver spent 2018 developing effective processes as well as effective staff. For example, a shared leadership model assigned deputies to core areas of work while results-based management (RBM) became a tool to keep the whole organization informed and accountable. This year was also highly focused on monitoring, evaluation, and learning (MEL) – building the institutional knowledge that is so critical for organizations on the rise.

OPERATIONAL IMPROVEMENTS INCLUDE:

Senior Advisors

provided mentorship, advice, and worked closely on key projects in the areas of development, operations, finance, human resources, and training

All-Staff and Leadership Retreats

focused on strategy and collaboration of work plans, professional development, and living the organizational values

Culture Working Group

defined organizational core values:

1. mission driven and outcome oriented
2. strategic and nimble
3. partner focused
4. global, inclusive, and diverse
5. forward looking, optimistic, and positive
6. rigorous and evidence based, and
7. respectful, authentic, supportive, and passionate

Systems Enhancements

moved to a paperless environment for payroll, benefits, travel, expense report management, and budgeting

Benefits

continued to provide 100% paid benefits including healthcare and extended parental leave

Legal and Compliance

refreshed foundational organization policies, risk management, and the development of a 403b plan committee

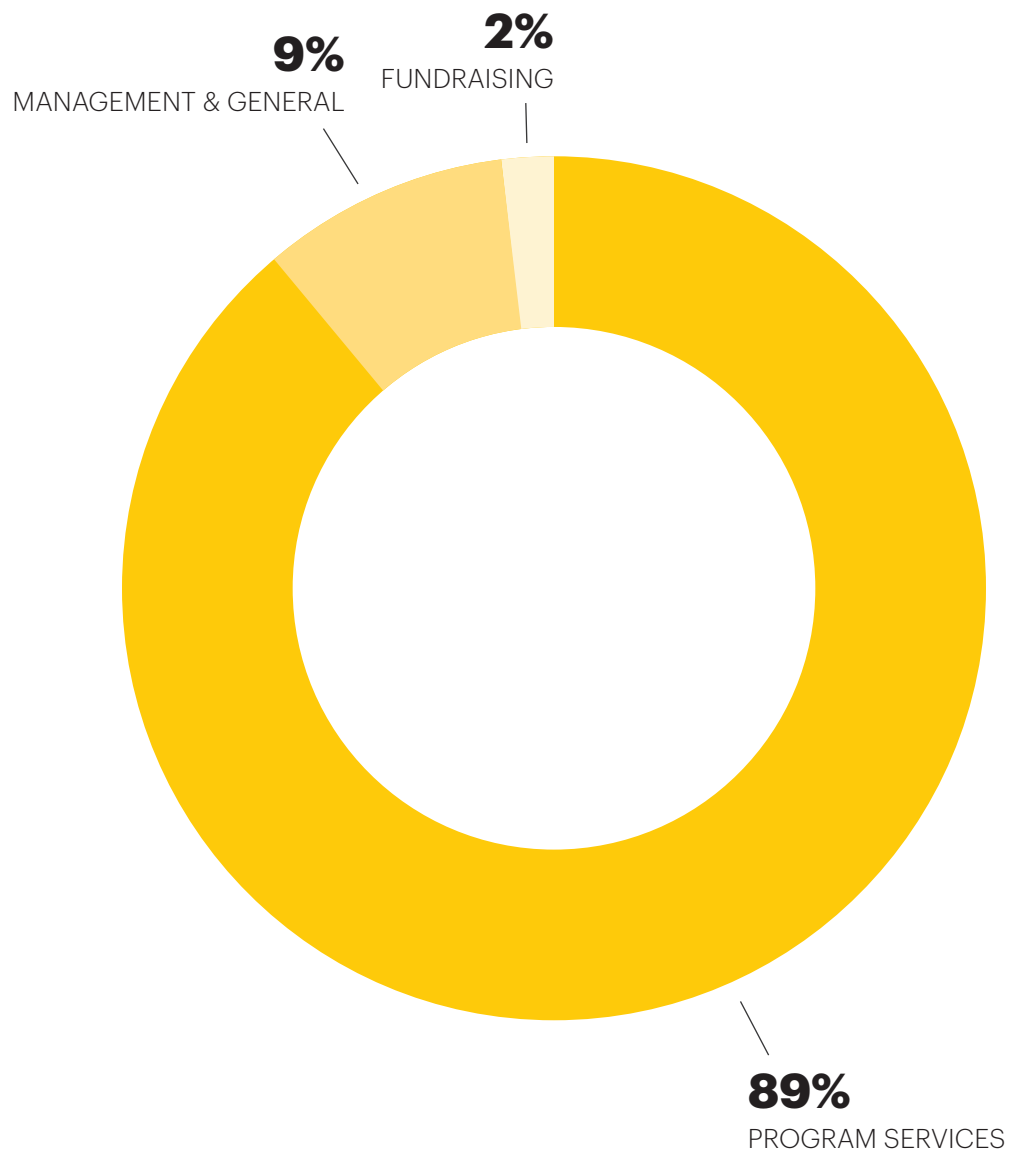
Talent and Development

recruited over 30+ full time positions, created a year-round internship program, and rolled out regular professional development and training for all staff

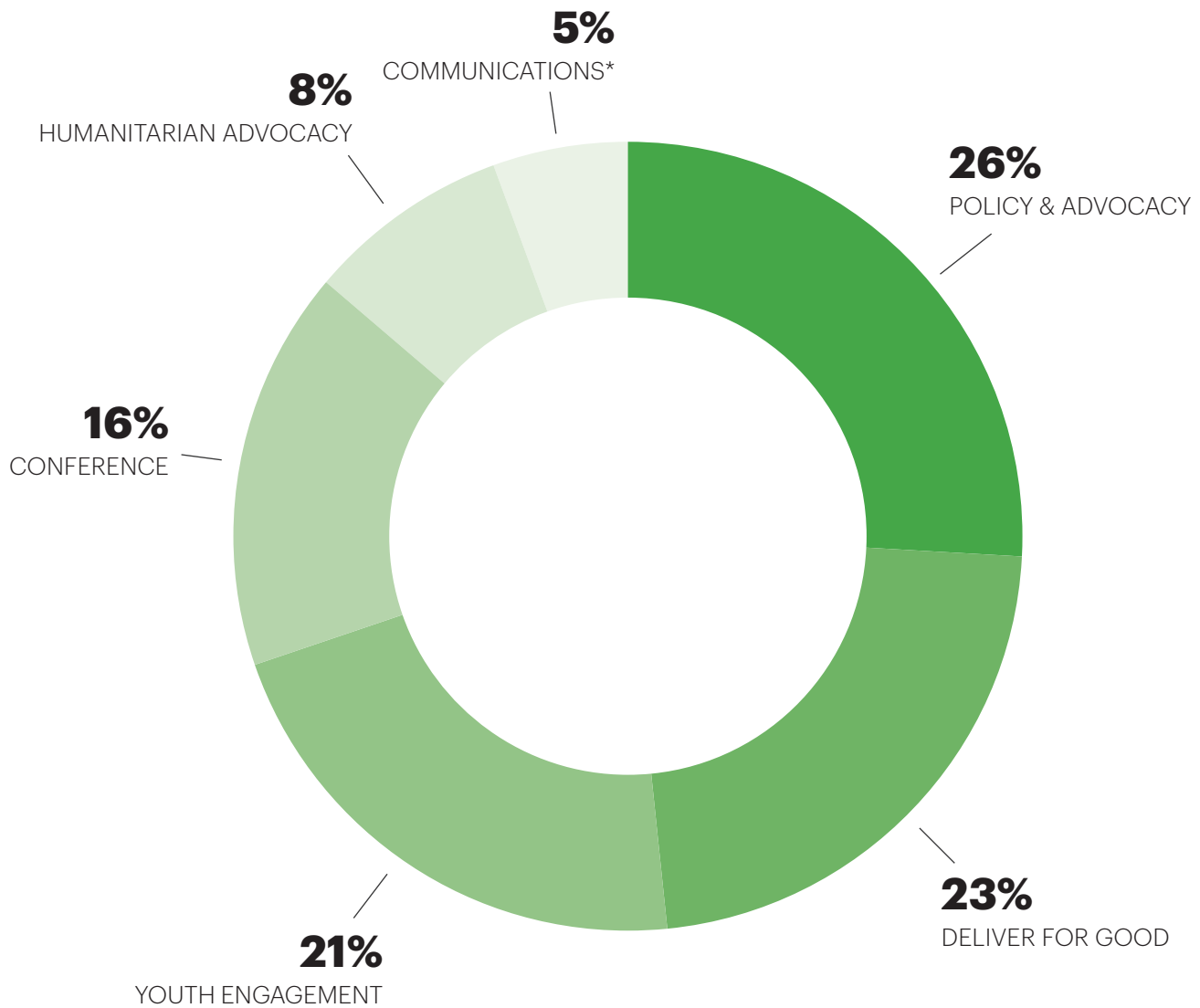
Office Expansion

expanded the current office to include additional meeting space, wellness room, and seating to accommodate growing teams

2018 EXPENSES BY CATEGORY

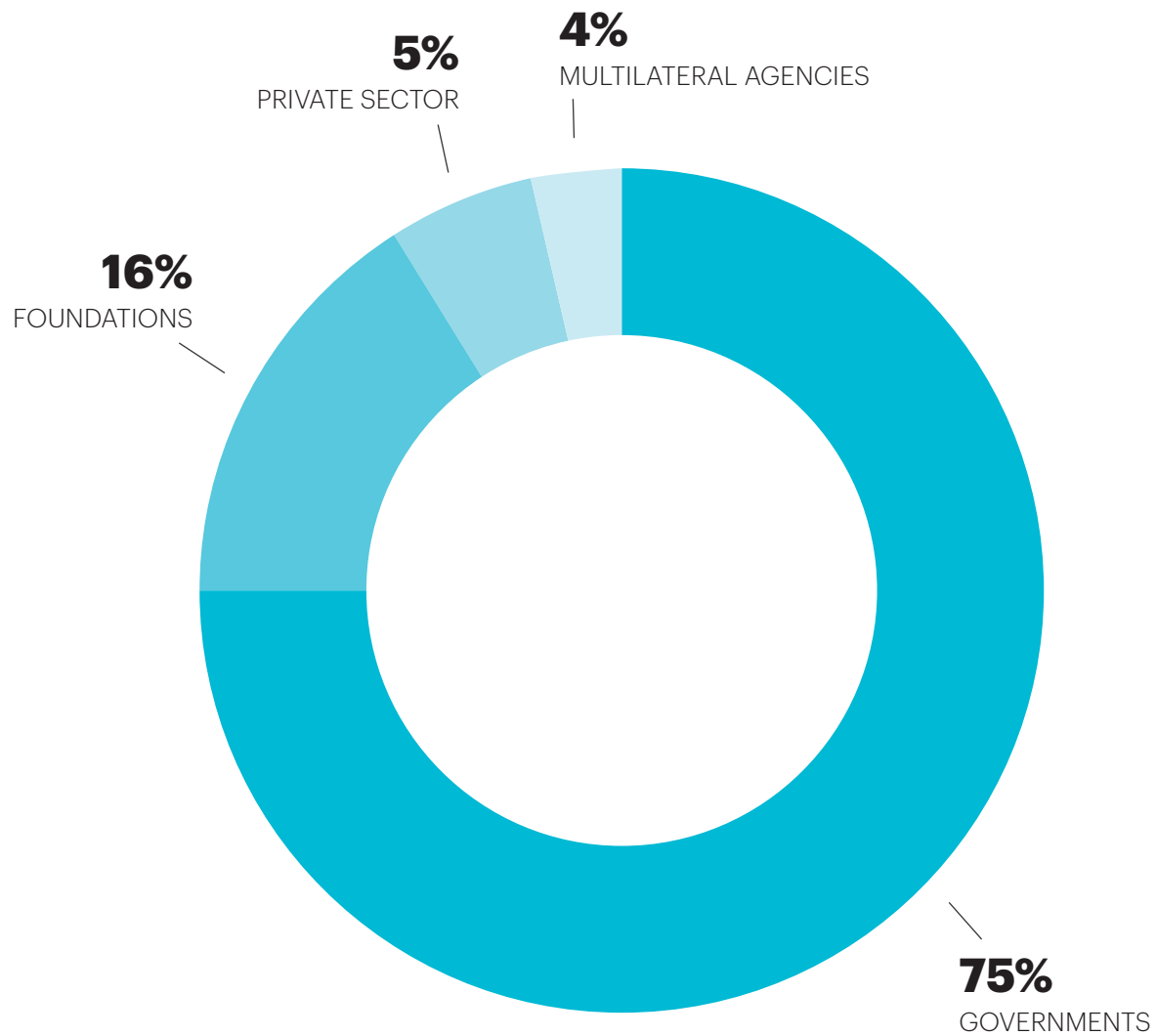


2018 EXPENSES BY PROGRAM AREA



*Expenses reflect Women Deliver's approach of imbedding Communications within programs and expenses are inclusive of communications. The 5% noted here represents shared communications costs attributable to all programs.

2018 REVENUE BY FUNDING SOURCE



In addition, Women Deliver received funding from a non-profit that amounts to less than 1% on the chart and is therefore not represented in its own category

ACKNOWLEDGEMENT

We thank our sponsors and funding partners for their kind and generous contributions to driving change and accelerating progress for gender equality and the health and rights of girls and women. Their support to Women Deliver is gratefully acknowledged.

Women Deliver

588 Broadway #905

New York, NY 10012

U.S.A.

Phone: +1 (646) 695-9100

Fax: +1 (646) 695-9145

Website: www.womendeliver.org

Email: info@womendeliver.org

Media Requests: media@womendeliver.org

Young Leader Inquiries: info@WDyoungleaders.org

This report builds on Women Deliver's previous annual reports, which can be found at the following link:
womendeliver.org/about/annual-reports



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