



# Annual Report for 2014

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## Introduction

Launched at a groundbreaking conference in 2007, Women Deliver brings together diverse voices and interests to drive progress and investment in the health, rights and wellbeing of girls and women, with a particular focus on maternal, sexual, reproductive health and rights (SRHR).

Women Deliver's message is that women are drivers of development, and investment in girls and women is a necessity for sustainable development. The organization builds capacity of advocates, shares solutions and forges partnerships, together creating coalitions, communication and action that spark political commitment and investment in girls and women.

This report reflects the 2014 activities as part of a three-year project to keep sexual and reproductive health and rights, and maternal health on the development agenda. Outputs are strategic communications, youth seed projects, C-Exchange activities, and public fundraising through a crowdfunding platform – Catapult.

Throughout 2014, Women Deliver worked to support the process leading up to the finalization of the Sustainable Development Goals (SDGs) to advocate in particular for SRHR, including maternal health. This included active participation in a broad range of working groups and task forces, as well as attendance—including speaking engagements—at high-level events focused on ensuring that SRHR and maternal health receive the attention they deserve in the SDGs and broader post-2015 development framework.

The year also saw the addition of seed grants the Young Leaders Program, the expansion of the C-Exchange, and planning for the 2016 Women Deliver Global Conference in Copenhagen, Denmark. The crowdfunding program, Catapult, after a highly successful year that raised millions of dollars for projects, was spun off and launched as its own independent 501(c)(3) organization. There were key changes in the organization as a result of an independent evaluation, a three-year strategic framework, leadership transition, and an increase in number of board members and senior management.

## Global Advocacy

As part of Women Deliver's advocacy effort on the post-2015 development work, the organization published a toolkit, [Invest in Girls and Women – Everybody Wins](#), which pulled together infographics, data points, and key messages to make the case for investing in girls and women. While it was originally developed for the negotiators and advocates involved in the negotiation on post-2015, in a matter of months Women Deliver did several new print runs, and the infographics were downloaded more than 100,000 times.



Women Deliver received offers to translate the infographics into French, German, and Romanian, and was approached by the Peace Corps and Australian Volunteers International to incorporate the toolkit into their training efforts. A youth infographic was added in the summer of 2014 to the toolkit. Advocates and development professionals around the globe are using excerpts and messages from the toolkit and infographics.

In 2014, Women Deliver sponsored high-profile events during the Committee on the Status of Women (CSW) and the Commission on Population and Development (CPD) focusing on rights, engagement of young people and the private sector, and the link between education and SRHR. During the 69th session of the United Nations General Assembly (UNGA), Women Deliver engaged with key decision-makers through more than 80 high-level events and strategy sessions, communications efforts, and social media. [#MDG456Live](#) was reactivated to share coverage of women and children during UNGA. Women Deliver and partners GirlsGlobe, FHI 360, and Johnson & Johnson, all in support of [Every Woman Every Child](#), held a high-level launch event of the [#MDG456Live](#) campaign. Through a [website hub](#) and [Daily Delivery emails](#), the [#MDG456Live](#) team curated content via blogs, reports, tweets, and multimedia content on girls and women, the Millennium Development Goals, and the post-2015 development framework. Overall, the [#MDG456Live](#) hashtag reached over 10 million people through nearly 15,000 tweets from 3,600 contributors.

In order to influence messaging and policies, Women Deliver in 2014 participated in more than 15 global networks and initiatives, including: Every Woman Every Child, the Partnership for Maternal, Newborn and Child Health, and the Alliance for Non Communicable Diseases. The organization actively participated in the leading global processes for the improvement of girls' and women's health and rights, including post-2015 Sustainable Development Goals negotiations and consultations, and the development of a new Global Strategy for Women's, Children's and Adolescent's Health. 2014 was also the year, where Women Deliver's new CEO was appointed as Health Advisor to the Clinton Global Initiative and to USP, and where the President and Founder of Women Deliver, Jill Sheffield, was selected as one of the 21 Leaders for the 21st Century by Women's eNews.



## 2016 Global Conference

Throughout 2014, the planning started for 2016 Women Deliver Global Conference, which will be one of the first global gatherings on the issues after the SDGs become the new development framework. The conference’s overarching theme is the implementation of the SDGs as they relate to girls and women and the 12 “best buys” governments can invest in to drive progress for girls and women.

After an extensive vetting process, Women Deliver selected Copenhagen, Denmark as the site of its 2016 global conference with an expected audience of 5,000 – 6,000 people. It began the process of negotiating contracts for the Bella Conference Center, hotels, and conference planners. At the end of December, Women Deliver convened 20 global thought leaders in Copenhagen. Over two days, the group discussed the themes of the conference, as well as how to make the conference have a large impact on global development. The following were an overview of the recommendations from the meeting. The 2015 global conference should:

- Offer a new space for engagement: Broaden awareness of the SDGs and what they mean; position girls and women as the foundation/lynchpin of building a resilient society and achieving all SDGs; reinforce the universality of the SDGs; provide a platform for managing the transition from the MDGs vis-à-vis political dialogue and how to implement the SDGs at a global level;
- Demystify the SDGs: Break down the essence of SDGs and make them tangible for girls and women; aspire to have attendees leave with a new understanding of the SDGs and how to talk about/advocate for the SDGs related to girls’ and women’ health, rights and wellbeing, especially sexual and reproductive health and rights; consider a conference format that creates linkages between the SDGs; define what are the 10-15 SDG pressure points for girls and women (seen through the WD lens);
- Focus on implementation and solution: Focus on how to implement the SDGs with examples, clear narrative, and by connecting the dots; mechanisms to highlight how implementing the SDGs works—What works→better practices; highlight experiences from countries (both countries from the “north” and “south” show that the work must cross borders and highlight cross-border learnings; and

- Rally existing and new collaborators on how to implement the new SDG Framework: Continue to engage with base (maternal and SRHR communities); deepen engagement with youth, the private sector, parliamentarians (for peer learning), ministers, policy-makers, and men; bring in new voices, such as the education sector, economic empowerment, gender and climate advocates, Eastern European countries, and faith groups; providing guidance on how to collaborate in the implementation of the SDGs; talk about “how” to foster mutual accountability.

## Youth Initiative

Ten Young Leaders from Mexico, Nigeria, Uganda, Cameroon, Bangladesh, Tanzania, and Zimbabwe were in 2014 awarded seed grants to fund communications and advocacy projects in their communities to advance SRHR. In celebration of International Women’s Day on 8 March, Women Deliver announced the seed grant winners on the website and launched an online voting competition that allowed the public to vote for the project they believe would have the greatest impact.



WD Young Leaders actively participated in several high-level fora, including the Partnership for Maternal, Newborn and Child Health (PMNCH) Partners’ Forum in South Africa in June, International Youth Day in August, and the United Nations General Assembly in September. Several of Women Deliver’s op-eds focused on the involvement of youth, and with a grant from Johnson & Johnson, Women Deliver produced a youth infographics to add to the Invest in Girls and Women – Everybody Wins toolkit. Throughout the year, Women Deliver helped Young Leaders prepare for speaking engagements, and also featured several blog posts from Young Leaders with bi-monthly updates about their seed grant projects.

As part of its Youth Initiative, Women Deliver implemented an advocacy campaign to increase political support for family planning aimed at young people in Uganda, 18 years and above, in concert with UNFPA Uganda. Before the first annual National Conference on Family Planning in July, It Takes Two and UNFPA Uganda co-hosted a two-day youth pre-conference. Nearly 100 young people participated in the pre-conference and drafted a communique of youth needs in the country. Out of the 100 participants, 50 received a scholarship to attend the conference and present the communique to the high-level officials in attendance. A follow-up training was done in December around Human Rights Day.

The Youth Working Group, comprised of 10 - 15 youth-led and youth-serving SRHR organizations, met in May to help Women Deliver conduct a focused strategic planning process for the Young Leaders Program and to inform the next chapter of the work. A scale-up plan for the 3-year program was developed which, apart from an increase in the number of new Young Leaders to 200, includes a robust recruitment process, an advocacy mini-university, a Speakers’ Bureau, an alumni network, a mentorship network, advocacy opportunities, etc.

## **Private Sector**

Women Deliver's corporate forum added a new corporate member in 2014, Novo Nordisk, with others expected to join in 2015. C-Exchange members continued to fund the Young Leaders program and made plans for a global pre-conference prior to the 2016 Women Deliver global conference on the evolving role of the private sector in the implementation of the Sustainable Development Goals as they relate to girls and women. Katja Iversen, CEO, was appointed a health advisor to the Clinton Global Initiative.

Katja Iversen participated in the unveiling of Merck & Co. Inc.'s (known as MSD outside the United States) new, state-of-the-art production plant in OSS, The Netherlands. The plant will provide 10 million contraceptive implants annually for use in developing countries in Asia and Africa.

Women Deliver and partners participated in World Contraception Day in September, marking the 20th anniversary of the International Conference on Population and Development in Beijing, which called for universal access to comprehensive sexual and reproductive health care and services. It also marked the final year before the 2015 deadline for achieving the MDGs.

## **Catapult – crowdfunding program**

Catapult was launched in fall 2011 as the first crowdfunding platform dedicated to projects benefitting girls and women. In its two years at Women Deliver, 411 Catapult projects delivered significant and measurable impact in 86 countries. 130 girls and women's organizations received \$6.9 million in new funds, mobilized primarily through innovative partnerships with the private sector, civil society organizations, and the participation of thousands of people worldwide.

After two years of incubation and growth within the Women Deliver family, Catapult became, in September 2014, an independent organization with its own 501(c)3 determination. Going forward, Women Deliver will have representation on Catapult's Board to continue to provide strategic guidance and support Catapult's growth and success in the future. Both organizations will continue to work together to enhance investments in and advocate for the health, rights and wellbeing of girls and women.

## **Changes in 2014**

In 2014, Women Deliver undertook a series of significant steps to ensure continued and increasing impact of its work. Efforts included an independent, external evaluation of the organization's programs, strategies and impact, a strategic planning process, and a leadership transition.

To ensure continued and increasing impact of its work, Women Deliver had an independent, external evaluation done in 2014 of the organization's programs, strategies and impact, completed a strategic planning process, and started a leadership transition. The evaluation concluded that the Women Deliver had made a significant contribution to improving maternal and reproductive health through its extraordinary convening power, powerful messaging, work with journalists, and its pioneering youth program.

The evaluation also discussed challenges and opportunities, including Women Deliver's lack of senior leadership and dependence of the organization on Jill Sheffield for its success. To this end, significant steps were taken to bolster and diversify the leadership. Katja Iversen, Women Deliver's CEO, was charged with leading the organization into the future and assuming the Presidency in 2016. Jill Sheffield is facilitating the transition working with Katja Iversen on high-level strategy. Women Deliver strengthened and expanded the Board of Directors to include Dr. Jotham Musinguzi, an international advocate for SRHR from Uganda, and Peter Cairo, an executive consultant and author. Today, each member of the Board of Directors brings a unique perspective to the organization including corporate, political, health delivery, advocacy in general and youth advocacy. In addition to CEO, two new senior-level positions were added: a Director of Policy and Advocacy and a Director of Finance and Administration. The addition of these positions signaled a leadership transition and an expansion of the core leadership competencies of the organization. With the growth in scope, transition of leadership and addition of staff have come upgrades to the systems and how work is done at Women Deliver to include matrix team-based structure using a project management-driven, collaborative task-team based approach to achieve goals. A strategic framework approved by the Board of Directors in 2014, provided a planned/shared road map with goals and proactive, documented activity across the organization with monitoring and evaluation built into each project from the beginning.

## **Going Forward**

In 2015, Women Deliver will hold a thematic meeting on participation in sports as a development tool to advance the health, rights, and wellbeing for girls and women. The meeting will be held in Ottawa, Canada, where the World Cup games will be played. Women Deliver is working with more than 25 partner organizations on convening the meeting and conducting follow-up advocacy.

Work on the conference program - plenaries and concurrent sessions – for the 2016 Women Deliver global conference will continue, as well as background research on the 12 “best buys” for governments to invest in girls and women. Women Deliver will continue to participate in multiple fora and serve as an advisor to key initiatives to promote SRHR and maternal health, as well as the rights of girls and women. The Young Leaders Program will undergo a major expansion, beginning with the doubling of new Young Leaders from 100 to 200.