



2017 ANNUAL REPORT



Community theater being performed by Ba Futuru in Timor-Leste.



Women's Campaign International

WHO WE ARE:

WCI is a Philadelphia-based not-for-profit 501(c)(3) that empowers individuals and communities with the skills and support to actively participate in civil society, political decision making, and economic development.

WHAT WE DO:

WCI works to break down barriers and get women "a seat at the table" in economic development, political decision making and civil society. Through directed trainings, advocacy, and mentoring, WCI has built the capacity of 500,000 people to transform their communities.

HOW WE DO IT:

We partner with local in-country organizations, use the 'Training-of-Trainers' model, and collaborate with religious leaders, elected officials, community clubs, and other relevant groups to ensure culturally sensitive and sustainable impact.

WHERE WE DO IT:

Since its founding in 1998, WCI has worked in more than 45 countries to promote women's leadership fostering peace building and the transformation of communities.

Philadelphia, USA
Afghanistan
Albania
Algeria
Angola
Azerbaijan
Bahrain
Belgium
Bosnia and Herzegovia
Bulgaria
Colombia
Cote d'Ivoire
Egypt
Ethiopia
Ghana

Haiti
Iraq
Jordan
Kenya
Kosovo
Kuwait
Lebanon
Liberia
Libya
Malawi
Morocco
Namibia
Oman
Palestinian Territories
Qatar

Romania
Saudi Arabia
Sri Lanka
Sudan
Syria
Taiwan
Tanzania
Timor-Leste
Tunisia
Uganda
United Arab Emirates
Uruguay
Venezuela
Yemen

LETTER FROM THE PRESIDENT



Women's Campaign International (WCI) continued to show great strength and break new ground in implementing sustainable, effective programming in 2017. Since 1998, WCI has worked in 45 countries dealing with political decision-making, economic development, and leadership empowerment. Supported by our experienced, dedicated team and proven curricula, WCI's work provided women entrepreneurs with business and financial skills, helped advance female political candidates and used community theatre to engage the general public on the importance of gender equality.

In 2017, WCI continued a program in Malawi, with the overarching goal of engaging, promoting and training women leaders in partnership with local organizations on the ground. We provided training for community leaders and used community theater as a tool for empowerment to engage the 500 in

attendance. Traditional songs and community theater were used in the training to educate women on leadership, the court system and legal resources. WCI joined with the Women Judges Association of Malawi (WOJAM) to empower women with leadership and legal advocacy skills.

We concluded our two-year program in Economic Empowerment and Conflict Transformation in Timor-Leste, in partnership with local NGO Ba Futuru. Community theater, once again, proved to be an effective means of tackling challenging discussions about gender equality. Our community theatre outreach was made possible by SAGE Publications, and we are so grateful for their continued support.

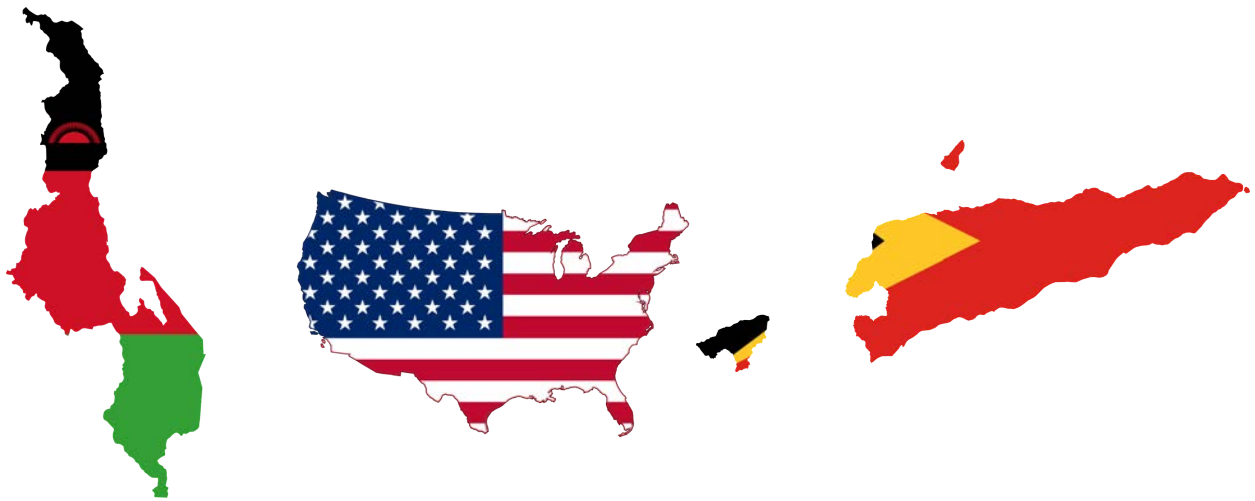
This year, WCI was also honored to host Caroline Odera, a Mandela Washington Fellow. A flagship program of the Young African Leaders Initiative (YALI), the Mandela Washington Fellowship empowers young people from Sub Saharan Africa through academic coursework, leadership training, and networking. As part of the fellowship program, Caroline joined WCI for a 6-week professional development experience.

As women and girls continue to face challenges around the world, WCI remains committed to developing a women's leadership pipeline here at home in Philadelphia as well. Our eighth year of GALS (Girls Advocacy and Leadership Series) was a tremendous success! We worked with an inspiring group of talented young women at the First Philadelphia Preparatory Charter School, all of whom completed the program with a new set of skills and high expectations for their futures.

We look forward to continuing our work with women both here and abroad. We are so proud of what we have been able to accomplish under challenging circumstances. Onward!

Marjorie Margolies
President and Founder

2017 PROGRAM AREAS



Women's Campaign International works with disadvantaged individuals and communities throughout the world providing the skills, knowledge and culturally- sensitive training to develop leaders and transform communities. This past year we worked in Malawi, the United States and Timor-Leste.

Economic Empowerment

WCI equips women to take a larger role in household financial decisions and start their own businesses through training in business and financial literacy skills, entrepreneurship, and basic budgeting. WCI has found programs that encourage women's economic ventures will significantly increase women's self-confidence, their ability to manage household finances, and ultimately impact broader social change.

Social Mobilization

WCI's social mobilization curriculum includes trainings in grassroots organizing, health messaging, and action planning, preparing women with the tools that they need to make positive, measurable change in their communities. As agents of change, these advocates learn to identify community issues, raise awareness, and engage key stakeholders.

Political Participation

In order to increase the number and capacity of women leaders worldwide, WCI trains women in political participation, campaign skills, and community involvement, thus increasing their ability to be involved in decision-making processes on local, state, and national levels. WCI works with elected officials, women's caucuses and other relevant groups to provide training and assistance to incorporate gender into policy. In short, WCI helps women get a place at the table.

Conflict Transformation

Working with civil society groups, WCI creates trainings, programs, and media campaigns focused on enhancing the advocacy and leadership skills of women leaders, thereby increasing their ability to effectively participate in conflict prevention, mitigation, resolution, and peacebuilding efforts. WCI educates communities and leaders about the importance of engaging women in the peacebuilding process, leading to peaceful solutions to community and national conflicts.

MALAWI

Women's Campaign International (WCI) concluded our program in Malawi in 2017 in which we built the capacity of local organizations to empower women. WCI's overarching goal in Malawi was to engage, promote and train women leaders on legal advocacy and leadership.



Building off of our strong background and experience in Malawi, in May 2017 Women's Campaign International (WCI) conducted a legal literacy and leadership training to build the capacity of local organizations to empower women. Partnering with the Women Judges Association of Malawi (WOJAM), WCI conducted trainings on legal literacy, advocacy and leadership for local women. Additionally, with the support of SAGE Publications, WCI conducted a series of community theater performances with local drama groups. These performances engaged men, women and children in exploring difficult topics such as gender based violence (GBV) and expectations of women in the home. Overall, our May 2017 program impacted over 500 individuals.

**OVER 500
RURAL WOMEN AND
MEN TRAINED ON
LEGAL ADVOCACY
AND LEADERSHIP**



TIMOR-LESTE

Women's Campaign International (WCI) concluded our program in Timor-Leste from 2015-2017 in which we trained women in entrepreneurship, financial literacy and peacebuilding. Local partner Ba Futuru used community theater to raise awareness about gender-based violence and women's economic empowerment.

WCI concluded our two-year program in Timor-Leste, where we built the capacity of local organizations to empower women under the U.S. Department of State's Global Women, Peace, and Security Initiative. WCI's inaugural program focused on peace building and women's empowerment by working with local NGO Ba Futuru to train rural women in financial and business literacy, peace building, community mobilization and conflict prevention.

In addition to trainings, with the support of SAGE Publications WCI and Ba Futuru put on six community theater productions in order to convey difficult messages about women's equality and conflict mitigation.



**WCI AND BA FUTURU'S COMMUNITY THEATER PERFORMANCES
REACHED OVER 2,400 MEN, WOMEN AND CHILDREN.**



PHILADELPHIA GALS



**"I learned and grew into
an informed young woman.
I learned how to speak
and be confident."
- Delilah Rivera
10th grade**

The Girls Advocacy and Leadership Series (GALS) aims to build girls' leadership skills through the lens of community advocacy and activism. Through this program, participants practice various skill-sets that can bolster their confidence and capabilities in school and careers. The girls were introduced to skills such as public speaking, networking, financial and digital literacy, team building and global women's issues. GALS participants were introduced to these topics over time in order to build upon each other with each successful completion of each session. Issues highlighted through participants' advocacy campaigns included opportunities for children of color, the deportation crisis affecting undocumented immigrants, child abduction, drug abuse, and expectations of women.



**BY THE END OF THE PROGRAM, 100% OF PARTICIPANTS CITED AN
IMPROVED CONFIDENCE IN PUBLIC SPEAKING.**

MANDELA WASHINGTON FELLOW



MANDELA
WASHINGTON
FELLOWSHIP
FOR YOUNG AFRICAN LEADERS



WCI was honored to host Caroline Odera through the Mandela Washington Fellowship in August and September of 2017. A flagship program of the Young African Leaders Initiative (YALI), the Mandela Washington Fellowship empowers young people from Sub Saharan Africa through academic coursework, leadership training, and networking. The Fellows, who are between the ages of 25 and 35, have established records promoting innovation and creating positive impact through their organizations, institutions, communities, and countries. As part of the fellowship program, Caroline joined WCI for a 6-week professional development experience.

Caroline founded Women In Sustainable Enterprises (WISE) in 2013, a grassroots women-based organization in Kisumu, Kenya, WISE seeks to empower women around the Lake Victoria region through creating sustainable enterprises that economically empower women while protecting the environment. In addition to promoting clean and affordable energy, WISE facilitates health and nutrition education, ecotourism, craft making, agribusiness, and ICT for women.



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