



# 2018 ANNUAL REPORT



Women's Campaign  
International



# 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 implement new, sustainable, effective programming in 2018. 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, and empowered girls to be active leaders in their communities.

This year, WCI revisited Afghanistan and initiated workshops in the provinces of Parwan & Panjshir. The workshops provided a platform for women entrepreneurs to connect with financial institutions and learn how to grow their businesses and navigate gender barriers. WCI has reached out, and will continue reaching out, to women entrepreneurs and professional associations in cities and at the district levels across Afghanistan to provide them with access to financial tools to grow their businesses.

This year, we held two GALS (Girls Advocacy and Leadership Series) graduation ceremonies at the First Philadelphia Preparatory Charter School. This unique program is designed to empower under-served teenage girls in Philadelphia with the skills and mentorship to be confident leaders and agents of change in their communities. As part of the program, the girls worked in groups to identify critical issues in their communities and design advocacy programs to combat those issues.

Earlier in the year, WCI's Executive Manager, Brynn MacDougall, traveled to Kenya to work with WISE (Women in Sustainable Enterprises) under the reciprocal exchange component of the Mandela Washington Fellowship. Through our one-week pilot program, WCI worked with 60 girls to build skills focusing on conflict resolution, personal power, leadership, sexual health, communications, and advocacy. By the end of our program, there was an 80 percent increase in girls who understood the meaning of advocacy. We hope to grow our GALS Kenya program to empower more girls in Kisumu. For now, we have connected our girls in Philadelphia with GALS Kenya participants to facilitate new, international pen-pal friendships.

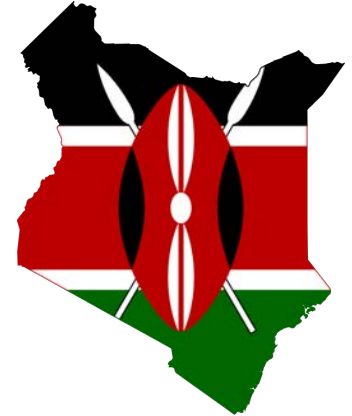
WCI was also honored to host Sarah Ahmed, a Mandela Washington Fellow from Sudan. A flagship program of the Young African Leaders Initiative (YALI), the Mandela Washington Fellowship empowers young people from Sub Saharan Africa through academic coursework, leadership training, and networking. As part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

In addition, our Executive Manager traveled to Taiwan to explore ways in which our NGO sectors can collaborate in the future. We also discussed how WCI's programs are working to achieve the UNDP Sustainable Development Goals, particularly gender equality. 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. Onward!

Marjorie Margolies  
President and Founder



# 2018 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 Afghanistan, the United States, and Kenya.**

## **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.

# AFGHANISTAN

WCI re-initiated our program in Afghanistan this year, through which we provided a space for women entrepreneurs to connect with financial institutions. WCI's overarching goal in Afghanistan was to help women gain financial assistance and knowledge to grow their businesses.



Building off of our "Role of the Media in Gender Equality" workshop in March, with support from Azizi Bank and in collaboration with the Ministry of Women's Affairs (MOWA), WCI initiated workshops in the provinces of Parwan & Panjshir, Afghanistan. In total, 110 businesswomen participated in the workshops, in addition to media and guests. The workshops provided a platform for women entrepreneurs to connect with financial institutions and learn about tools to grow their businesses. Participants learned how to effectively access various loan and credit products to ensure that women become integrated in financial sector activities.

**OVER 100  
WOMEN  
ENTREPRENEURS  
TRAINED IN FINANCE  
AND LEADERSHIP**

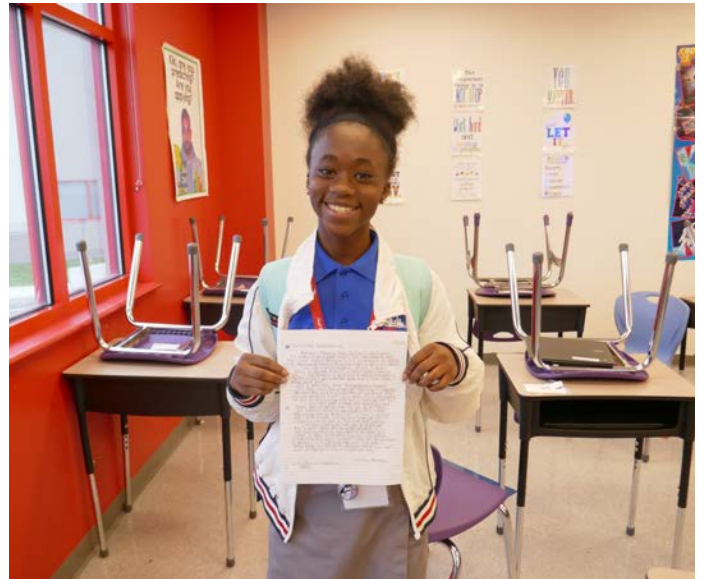


# GALS PHILADELPHIA

**WCI concluded two more successful sessions of our Girls Advocacy and Leadership Series (GALS) in Philadelphia this year. Through GALS, vulnerable teenage girls are trained in public speaking, financial literacy, global issues, advocacy, leadership, and more.**

Launched in 2010, the GALS program equips vulnerable teenage girls with the leadership skills, confidence, and connections necessary to create true social change in their communities. Participants learn a range of life skills, engage in sensitive discussions, and design advocacy campaigns to combat issues in their communities. At their graduation ceremony, participants present their campaigns to family, friends, and community members. Over the past year, participants have designed campaigns around issues including LGBTQ+ rights, sexual harassment, bullying, emotional abuse, and gender inequality.

This fall, we also introduced a new pen-pal component to GALS. Every girl was paired up with a girl from our GALS Kenya program, and sent hand-written letters to Kisumu. We are excited to foster new cross-cultural friendship for more girls through this new program!



**100% of participants cited an improvement in public speaking.**





# GALS KENYA



This July, WCI initiated our inaugural Girls Advocacy and Leadership Series (GALS) in Kisumu, Kenya! Last summer, the Founder of Women in Sustainable Enterprises (WISE)-Kenya, Caroline Odera, stayed with WCI during her professional development component of the Mandela Washington Fellowship. This summer, WCI's Executive Manager traveled to Kenya to continue working with Caroline through the Fellowship's reciprocal exchange component. Through our 1-week pilot program, WCI and WISE began empowering 60 girls with the skills and confidence to be leaders. Our workshops focused on conflict resolution, personal power, sexual health, communications, leadership, self-esteem, positive body image and advocacy. Before GALS, only 8% of girls claimed to know what contraception is and could provide an example. By the end of GALS, 78% of participants could define contraception and provide at least one example, such as female and male condoms and IUDs.

**"I can believe in myself to stand firm, both in my words and my thoughts, without fearing anyone."**

**Odongo, 16**



**OVER  
85%**

**of participants reported that they now know how to manage conflict better than they did before GALS.**

# MANDELA WASHINGTON FELLOW



MANDELA  
WASHINGTON  
FELLOWSHIP  
FOR YOUNG AFRICAN LEADERS



WCI was honored to host Sarah Mohyeldin Hassan Ahmed through the Mandela Washington Fellowship in July of 2018. 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, Sarah joined WCI for a month-long professional development experience.

Sarah is the Founder of Women Leadership Sudan, a women's empowerment and youth leadership organization, and the creator of "The Pattern of Your Success" program. Sarah is a motivational speaker, former youth leader of HOLLA (Horn of Africa Leadership & Learning for Action), and a soon to be author. Her first book, called *Born to Lead*, will soon be released.





# ALGERIA

Aïda, a leader from our 2011-2013 MENA (Middle East and North Africa) program called ALWANE, stopped by WCI's office to talk to us about her life and leadership now. She says that since ALWANE, she is still "driven by the same passion empowering women. No matter where you are in the journey, you always network and support as family." Aïda was in the U.S. for a fellowship in Washington D.C. We are so touched by her visit, and can't wait to keep in touch with her moving forward.



# TAIWAN



In April, Brynn MacDougall, our Executive Manager, was selected to be on the inaugural "Delegation of Young American NGO Leaders to Taiwan," hosted by the Taiwan Ministry of Foreign Affairs. In Taipei and Taichung, WCI discussed U.S.-Taiwan relations and how our NGO sectors can collaborate in the future. Later in October, Brynn returned for the "Women for SDGs" summit, held in Taichung to discuss how WCI is working to achieve the SDGs, particularly gender equality, through WCI's programs such as GALS (Girls Advocacy and Leadership Series).

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