



# ANNUAL REPORT

## 2019



Women's Campaign  
International



# Letter from our Founder

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*Each story in this annual report reflects a moment, person or project that energized us and gave us hope our work is having a real impact.”*

Dear Friends of WCI,

We had a very productive and promising year.

We welcomed Dr. Cecilia Carde-  
sa to position WCI as a trailblazer in transformative leadership in an increasingly complex world. She brought with her trauma-informed mechanisms for moving us toward progress on the UN Women's Campaign for Generational Equality. Together we continue to move forward advancing women's rights into the next 25 years.

This year, WCI continued its Girls Advocacy Leadership Series (GALS) program at the First Philadelphia Preparatory Charter School and also expanded GALS to now be an after-school program at Bodine High School for International Affairs. This signature program is designed to empower teenage girls with the skills and mentorship to be confident leaders and agents of change.

WCI also returned to Kenya this year to implement its first international GALS program! Partnered with Women in Sustainable Enterprises (WISE), we successfully carried out a three-month program impacting more than 30 girls.

In addition, I was honored to



attend and speak at the Aurora Forum in Armenia as a Goodwill Ambassador. Our developing partnerships on the ground coupled with the successful launch of our first international GALS program is prompting us to continue moving forward and look toward implementing GALS in Armenia and other communities globally.

This year, WCI continued its economic development workshops in Afghanistan with fierce leadership from Nasrin Rafiq. Through Nasrin's grit and conviction, we were able to train 166 women entrepreneurs in Parwan and Panjshir.

Each story in this annual report reflects a moment, person or project that energized us and gave us hope our work is having a real impact. What connects these stories is their contribution to WCI's founding covenant of helping women have a seat at decision-making tables. We are grateful to every single individual and partner who has helped carry this mission forward.

Onward!

*Marjorie*

# The Impact of Women and Girls

Women make up 49.6% of the world population, yet they only make up 38% of the formal workforce. If women were engaged in the formal economy, it would generate wealth for countries' GDPs and women could have more legal protection under labor laws.

Conflict resolutions are 64% more likely to last when women are involved. Women make up the majority of refugees, and 1 in 3 women have experienced gender-based violence in their lifetime. More women need to be at conflict resolution tables to make these atrocities, and the succeeding repercussions of them, a part of the conversation.

We recognize the intergenerational trauma that is passed down through generations in societies that value women's thoughts, experiences, bodies, and capabilities less than those of men. Every girl deserves to understand the intersectionality of her identities, and feel pride in the personal power that comes along with them.

Increased civic engagement of women has the power to normalize women in leadership roles, creating role models for young girls and shifting the narrative around what leadership looks like for all.





# Our Mission

*Working in emerging democracies and post-conflict regions around the world, Women's Campaign International (WCI) is a not-for-profit organization that works to equip women to actively participate in public advocacy, market and political process. In providing the requisite skills, knowledge and culturally sensitive support, we develop leaders globally who transform the lives of everyone they serve.*

## Our Core Themes

- ▶ **Community Engagement**
- ▶ **Economic Sustainability**
- ▶ **Conflict Transformation**

## Our Vision

**We envision a world of hope, courage, and compassion, where equality and inclusion are at the core of all decision making.**



# Trauma-informed approach

In 2019, Dr. Cecilia Cardesa joined WCI as Senior Advisor for Special Projects and then served as our Executive Director through August 2020. Dr. Cardesa brought to us her scholarship on trauma positioning WCI as a trailblazer in transformative leadership.

WCI's trauma-informed care programming solidifies our work in transformative leadership in an increasingly anxious world. Our world needs new leaders and leadership, WCI is leading intentional leadership that considers the collective sense of fear and loss as well as meaning-making and well-being we are all experiencing—globally—and it positions women at its core as leaders of our new tomorrow. Gender-responsive and trauma-informed care are two values that arise from a growing understanding that women experience the environment and interact in ways that are unique to their gender. Our trauma-informed programming is thus a reflective process considering institutional policies, language, power structures, adversity and communities, and putting them into context.





# WCI's Training of Trainers Model with GALS Kenya

Last year, WCI partnered with Women in Sustainable Enterprise (WISE) for our first GALS program in Kisumu, Kenya. WISE is a community-based organization that seeks to empower women from marginalized areas around the Lake Victoria region through climate-smart technologies for sustainable livelihoods. The program utilized our Training-of-Trainers (ToT) model, a strategy that builds upon local ecosystems and partners to foster the empowerment of women and girls. Prescilla was the Operations Director at WISE and the Program Manager for GALS Kenya. For her, the value of empowerment is that it can awaken

untapped potential. In Kisumu, GALS is unique in that it fosters leadership, encourages learning how to lead oneself, and one's community. The GALS curriculum was tailored to train local staff, which included Liz and Jemima, in addition to Prescilla. The ToT model equipped the trainers with the right information for their program and to better understand the program design so that trainers had the tools to effectively implement programming. Through this role, Prescilla cultivated leadership skills and knowledge that has prepared her for senior executive roles. In her own words; "I strongly believe humans are

the key to making the world a better place whose health and well-being must be esteemed, prioritized, and protected." As a result of Prescilla's dedication and the ToT model, WCI was able to grow the GALS program and expand the leadership development pipeline, impacting an additional 30 girls in Kenya. Since taking on the role of Program Manager, Prescilla has also founded Winam Green Ventures, an organization that empowers women to implement socio-economic projects, such as organic farming, construction blocks production and improved energy saving cook stoves.

# Meet GALS Leader *Mackenzie*



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*Regardless of gender, everyone should feel empowered to make change in their lives and communities.”*

This past year was Mackenzie's second year taking part in WCI's Girls Leadership and Advocacy Series (GALS) at First Philadelphia Preparatory Charter School. Mackenzie heard

about GALS when her math teacher and GALS Coach, Ms. Cafaro, reached out to her and encouraged her to attend.

In an interview with Mackenzie, she shared that she often felt she was too young to have an impact and GALS has helped her grow and feel more confident in her advocacy and stronger in her leadership capabilities. She recognizes there is value in her passions and values the space to learn about other people. She values the safe space cultivated by the coaches, fostering an environment where the girls can talk openly about issues that are affecting them and learn about self-esteem, career planning, and health literacy.

Feeling more confident in her

ability to share her knowledge with other people, Mackenzie has practiced her leadership and advocacy skills outside of GALS. After learning about the prevalence of childhood cancer, Mackenzie's courage and compassion led her to advocating and bringing light to childhood cancer.

GALS has shown Mackenzie the power of community and the opportunities for connection that arise when people share their passions with one another.

The GALS program is WCI's trauma-informed leadership development program for girls and in 2019 expanded into its second school in Philadelphia, Bodine High School for International Affairs.



# Meet , Afghanistan Director

serves as Director, Afghanistan. She has been the head of program in Kabul since 2006. has held roles with the UN World Food Program (WFP), World Bank, and also held managerial positions for Gender Mainstreaming Units of various organizations, including the USAID-funded Economic Growth and Governance Initiative (EGGI), and the USAID-funded FAIDA project.

From 2002-2006, 396 women have completed the Women

In Financial Sector internship program through the Afghanistan Institute of Banking and Finance (AIBF) in Kabul. To date, over 75% of her internship program graduates have gained full-time jobs or internships with a variety of projects and financial organizations.

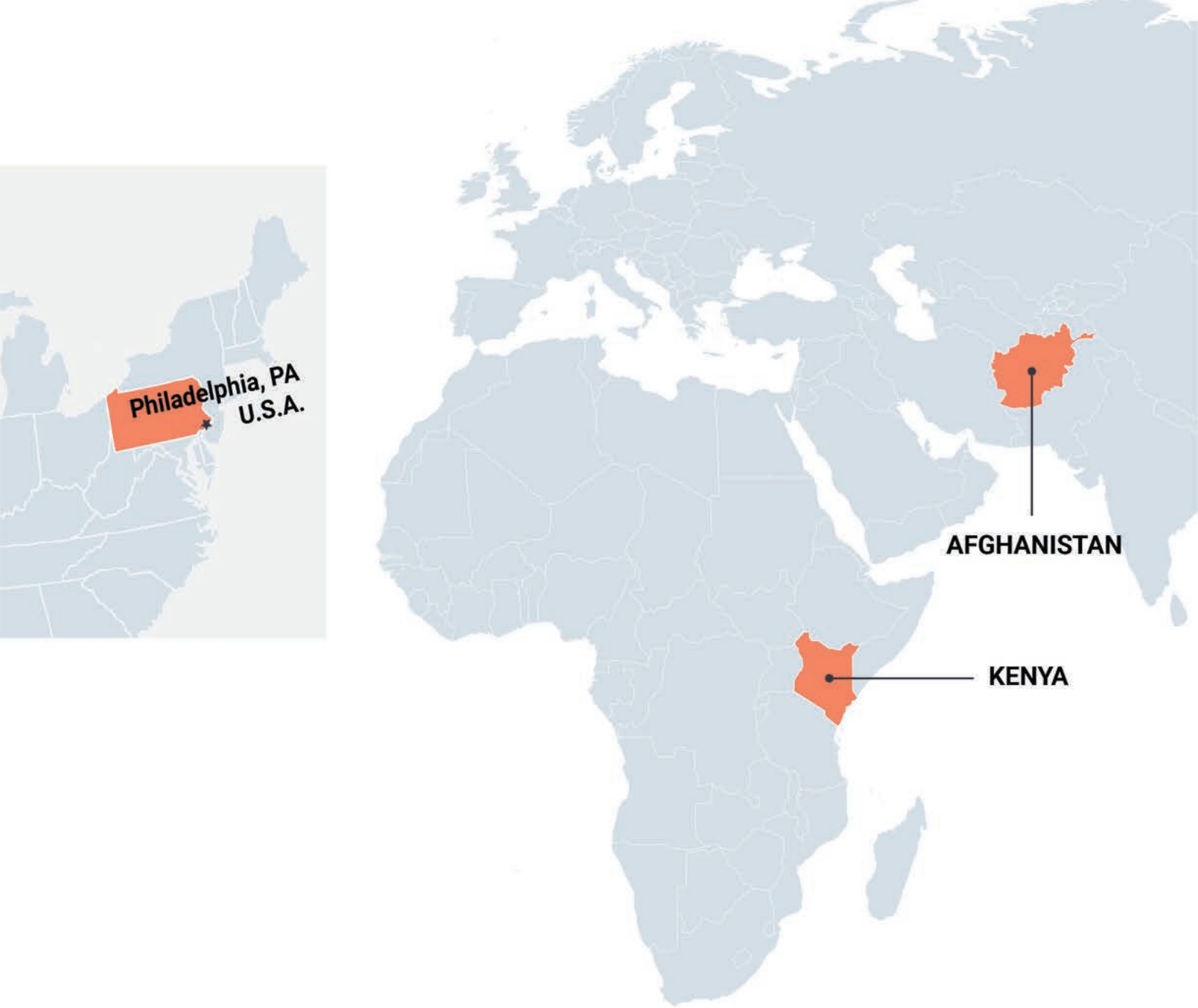
has extensive expe-

rience working with and on projects for women's empowerment in diverse settings and under extremely fragile circumstances. A natural leader and woman of resilience, quiet strength and conviction, a genuine leader and advocate for women and girls in Afghanistan, and globally.

*is a genuine leader and advocate for women and girls in Afghanistan, and globally.*







# Where we worked in 2019

# Afghanistan

Serving Afghanistan since 2006, WCI's programs have been designed to meet the specific needs of women affected by long-standing conflict, poverty and national trauma. WCI programs have included workshops, trainings and dialogue on conflict transformation and gender within the context of the Qur'an, financial literacy, the Afghan Constitution, civic participation, human rights, inter-gender communication, leadership, and media skills building.

To date, WCI has focused its efforts on women's political participation at national and local levels, and has conducted a number of workshops, trainings and rural outreach projects, which aim to build the capacity of women in politics through both a pre- and post-election training.

In 2019, Women's Campaign Inter-

national (WCI), with support from Azizi Bank and in collaboration with the Ministry of Information and Culture (MOIC), held Economic Empowerment and Financial Inclusion workshops in Kabul, Kapisa & Nangarhar. In total, 166 business-women participated in WCI workshops, learning how to connect to financial institutions to help grow their businesses.

WCI's Economic Empowerment curriculum equips women to take on larger roles 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 venture significantly increase women's self-confidence, their ability to manage household finances, and ultimately impact broader social change.







## GALS Kenya

GALS launched in Philadelphia in 2010 and expanded to Kenya in 2018. After conducting a pilot program in 2018, WCI returned to Kisumu, Kenya in 2019 to complete the first full GALS program there. Our three-month program was successfully carried out by staff at our local partner organization, Women In Sustainable Enterprises (WISE) Kenya. Using the Training-of-Trainers (ToT) model, WCI worked with WISE-Kenya to

ensure that our programming was locally sensitive and relevant. As determined by a two-month independent evaluation, there are significant foreseeable sustainable changes in the GALS program participants. Together with WISE-Kenya, we provided the opportunity for young women and girls to break the cycle and not just dream to do more, but be prepared to achieve their dreams.

## GALS Philadelphia

In 2019, WCI continued to empower teenage girls in Philadelphia with the skills and support to be confident leaders. Bringing all of WCI's program pillars together, the Girls Advocacy and Leadership Series (GALS) is an after-school program designed to empower teenage girls with the skills and support to be confident leaders in their communities. Over the course of 18 weeks, program participants gain life skills, learn from local women leaders, and create advocacy campaigns to address community issues. This past

year, participants chose to focus on LGBTQ+ Equality, Emotional Abuse, Animal Abuse, Stereotypes, Educational Justice, Mental Health, and Women's Rights. In 2019, we continued working at the First Philadelphia Preparatory Charter School and expanded to a second school, the Bodine High School for International Affairs in the fall. At our 2019 graduation, keynote speaker Jovida Hill, Executive Director of the City of Philadelphia's Commission for Women, inspired the girls with passionate words of support and encouragement.





# Working towards the UN Sustainable Development Goals

As a guiding philosophy of where WCI started its work in 1998 after its participation in the Beijing Conference, we continue our unwavering commitment of adapting to the ever-evolving needs of women and girls.

We connect our work to the United Nations 2015 Sustainable Development Goals (SDGs) and also challenge them as our path forward for a measurable trajectory of outcomes that will live out the promise of an equi-

table world for us all and does not leave women and girls behind. It is time.

All of the 17 SDGs are essential to building sustainable development and WCI anchors its work on the belief that gender equality is at the center of ecosystems. WCI & SDG 5: Gender Equality. We grow ecosystems for achieving better, more effective SDG results with a focus on cross-sector partnerships in a changing world.

We know that when women step into their personal power, the opportunities for transformation are boundless.

In order to achieve the SDGs by 2030, our world requires intentional leadership, connecting with both new and old models for collective action. WCI's role in advancing the SDGs positions women at the core of sustainable development as leaders of our new tomorrow.



# The WCI Community



## Local Partners

### Kenya

WISE-Kenya (Women in Sustainable Enterprises)

*Funders: The Baldwin School (85%) and  
The Saint Luke Church of the Epiphany (15%)*

### Afghanistan

Azizi Bank

Ministry of Information and Culture

### Armenia

Aurora Humanitarian Initiative

### Philadelphia

Bodine High School for International Affairs

First Philadelphia Preparatory Charter School

## Brand Partnerships

The Ladipo Group

Women Against Abuse

City of Philadelphia Commission for Women

Reckless Kickz

LUSH Cosmetics

Ms. Magazine

The Attic Youth Center

## Supporters

Supporters/Funders:

Independence Blue Cross

Philadelphia Foundation

Azizi Bank

Food donors



# *Team Highlight:* Marketing and Communications

In 2019, with the leadership of our new Marketing and Communications Manager, Hailey Miller, WCI conducted an internal marketing audit of the organization. The audit examined objectives, strategies, current messaging, and communications practices being executed. The results allowed our team to strategize for improved efficiency and the optimization of WCI's return on

investment. Hailey with the addition of two interns spearheaded our inaugural Style and Messaging Guide. As a result, WCI staff has the necessary language to collaborate and create strategies to jump start messaging with an increased emphasis on ensuring trauma informed, strength based, and people centered approaches.





## *Team Highlight:* Aurora Forum

In October, Marjorie represented WCI at the Aurora Forum as a Goodwill Ambassador. The Aurora Forum aims to drive positive action across some of the world's most pressing humanitarian, technological, scientific, educational, and social challenges. Goodwill Ambassadors are a diverse network of leaders who share a commitment to finding solutions to pressing global challenges. Spanning 39

countries, the Goodwill Ambassadors came together at the Forum to engage in dialogue about humanitarianism, health, technology, education, arts, and ecology. Marjorie was joined in Yerevan Armenia by our Executive Director, Dr. Ceci Cardesa. Women's Campaign International was able to engage with incredible people and continue to grow partnerships on a global scale with a common goal of advancing the humanitarian movement by drawing attention to the issues faced by the world's most vulnerable and recognizing those individuals and organizations who intervene for good.





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