



Women's Campaign  
International

# ANNUAL REPORT

2020



# Letter From Our President



Dear Friends of WCI,

This year marks the 25th anniversary of the U.N. Fourth World Conference on Women in Beijing, China. After I directed the U.S. delegation to Beijing, I founded WCI to uphold the commitments made by world leaders at this historic event. We are proud to play a continuous role in women's leadership development around the globe, and we know that despite the challenges of this year, we must persist.

In 2020, WCI continued its Girls Advocacy and Leadership Series (GALS) program at the First Philadelphia Preparatory Charter School and the Bodine High School for International Affairs. This signature program is designed to empower teenage girls with the skills and support to be confident leaders and agents of change in their communities. Once our in-person program wrapped up in March, we adapted the program and hosted a virtual speaker series this fall.

WCI also continued to engage girls in Kisumu, Kenya this year. When our partner informed us of the drastic increase in teen pregnancies that occurred after

pandemic-related school closures, we came together to create an intervention to bring sexual and reproductive health education, along with information on preventing COVID-19, to teenage girls through our pilot "RAP" program. As a result, all of the sixty participants safely returned to school four months later upon reopenings.

Finally, we are thrilled to welcome four new Board of Directors members from private, nonprofit, and federal sectors to the WCI family. We are excited about the new talent, energy, and passion that all of these new members bring to the table, and look forward to growing WCI together in the years to come.

This has been a year of challenges, innovation, and teamwork. We are grateful to every single individual and partner who has helped carry our mission forward through these unprecedented times. We know the future will be bright.

Warmest,  
*Marjorie*

# Situational Analysis

The COVID-19 global pandemic has made this a year of overcoming obstacles, navigating challenges, and seeking new opportunities to empower women and girls. COVID-19 is one of the most challenging crises in our lifetime, and the impact of this pandemic has disproportionately affected women and girls, as is typical in times of crisis.

As women often do, we came together in this difficult year to adapt and provide meaningful programming for the young women we work with. WCI is fostering intentional leadership that considers the collective sense of grief we are all experiencing, and positions women at its core as leaders of our new tomorrow. WCI is committed to ensuring we come out on the other side of this moment in history stronger than ever, and that we are prepared to support women and girls in a way that is inclusive, efficient, and sustainable. This year, we have reflected on why we exist, what impact we can make, and why now is a critical moment in time to prioritize the empowerment of women and girls.

*2020 has showcased the resilience, the empathy, and the determination of women and girls to overcome the odds and persist through adversity. As we look toward 2021, we will move forward together to uplift the women and girls whose leadership will empower a brighter, more just future.*

# Our Mission

Working in emerging democracies and post-conflict regions around the world, Women's Campaign International (WCI) is a nonprofit organization that works to equip women to actively participate in public advocacy, market, and political processes. 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.

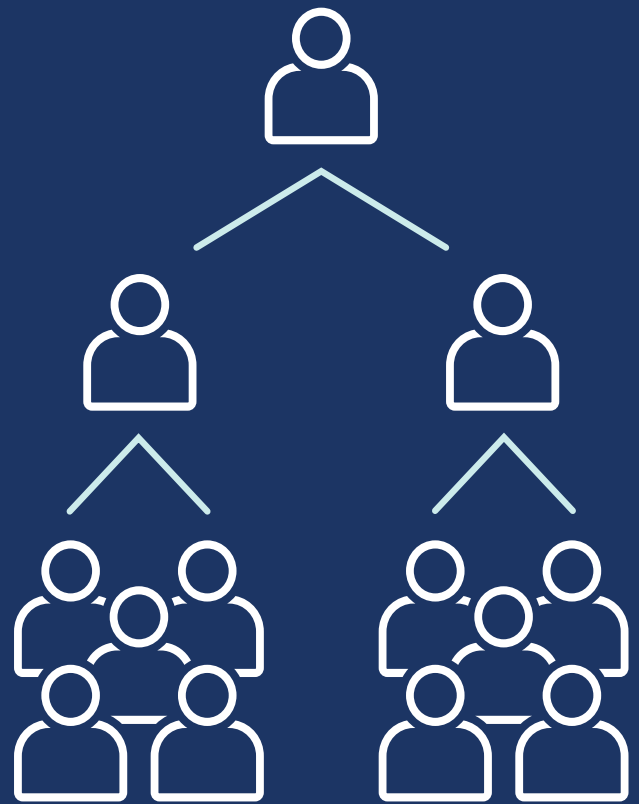
# Training-of-Trainers Model

Through a Training-of-Trainers (ToT) model, WCI identifies local leaders and trains them in our curriculum and in trauma-informed facilitation.

By training local women as WCI trainers, WCI ensures that every program is culturally relevant and builds local leadership capacity to have a meaningful impact on communities.

This is critical to the success of WCI workshops, as the success of many women lies in the ability to connect with their trainer who has the ability to fully consider the economic, social, and educational challenges that come with each woman's livelihood, context, and background.

By training local women leaders as WCI facilitators, each trainer will not only gain the skills to conduct sessions, but will be able to integrate this knowledge with a refined regional knowledge of the needs and resources in their localities.



Above: The ToT model is an effective training model because it utilizes the **multiplier effect** to reach the greatest number of trainees.





## Reducing Adolescent Pregnancy (RAP) in the Era of COVID-19

Since Kenyan schools closed due to COVID-19 in March 2020, teenage pregnancy rates have been rising. We know that pregnancy is one of the main reasons that girls do not continue their educations. So, together with Winam Green Ventures, a Kenyan nonprofit organization, we launched our RAP pilot program to empower teenage girls with the information and support they need to make healthy decisions. Our RAP workshops focused on four main subject areas: pregnancy and STD prevention, COVID-19 prevention, menstruation and the female reproductive system, and safe sex education. Four months later, all 60 RAP participants have prevented pregnancy and returned to school safely.

*"I learned that I have the right to create limits for myself, in all relationships."*  
– RAP Participant



## Girls Advocacy and Leadership Series (GALS)

Since 2010, our GALS program has empowered hundreds of teenage girls in Philadelphia with the knowledge and support to be confident leaders. Through workshops on advocacy, leadership, career planning, self-esteem, and more, participants gain the skills and tools to create positive social change in their communities.

In March, WCI wrapped up last year's GALS program with the First Philadelphia Preparatory Charter School and the Bodine School for International Affairs with a virtual gathering and inspirational message from Philadelphia Mayor Jim Kenney. During the COVID-19 pandemic, we adapted GALS to be a virtual program, and engaged girls all over the world. With the support of Photo Start, WCI hosted a virtual eight-week GALS speaker series on resilience in the fall of 2020. Virtual GALS programming is planned to continue into the next calendar year.

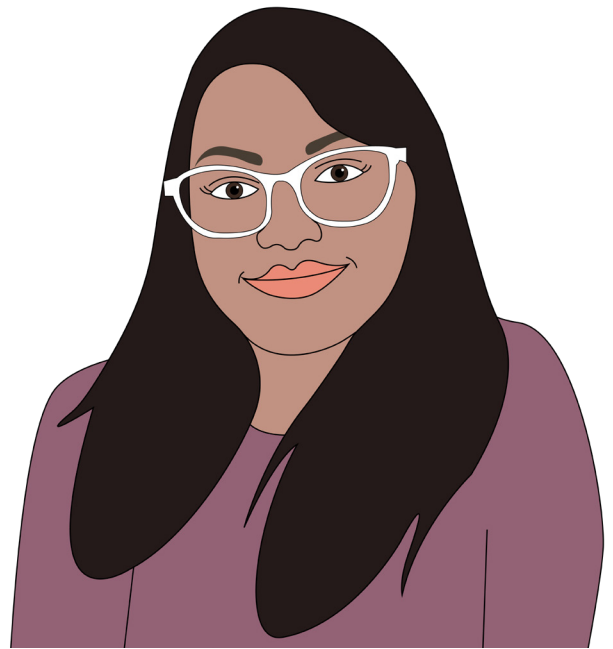


# Meet *Franchesha!*

Franchesha is one of our GALS participants and a junior at Bodine High School for International Affairs. Her guidance counselor originally recommended the GALS program as a way for Franchesha to get out of her comfort zone, and she's been involved with GALS for two years now.

Franchesha highly values the safe, inclusive space for people to be vulnerable, transparent, and supportive that GALS fosters. She says it empowered her to become an advocate and take action to change the injustice she witnessed in the educational system. In an interview with Franchesha, she says that GALS was her first step into the world of advocacy, and that's when she realized how many ways there are to help.

GALS helped Franchesha feel much more confident and comfortable



sharing her thoughts, opinions, and passions and connecting with other young, inspiring women. The mentors that she met through GALS had an indelible impact on her.

*"It's okay to ask for help, and it's okay to say that something is wrong and to stand up for it,"* says Franchesha.

Outside of GALS, she is involved with a competitive robotics team, her school's media club, and a Big Sister mentoring program for freshmen and sophomores in high school. She also loves crafts and practices photography in her free time.



# News From Our Board of Directors

This year, we celebrate the many years of service that Edith Hunt gave as WCI's Chair of the Board, and we welcome Susan Cox as WCI's new Chair of the Board. In addition to her new role as Chair, Susan is also the Vice President of Public Policy and External Affairs at Holt International Children's Services.

WCI is also very excited to introduce three new members to our Board of Directors:

- ❖ Charmain Bogue, Executive Director of Education Service at the United States Department of Veterans Affairs
- ❖ Alicia Miller, Managing Director at Catalyst Insight Group
- ❖ Benjamin Tiede, Global Strategy and Business Engagement Lead for the Office of the Vice Chairman of Johnson & Johnson

We are extremely excited about the new talent, energy, and passion for women's empowerment that all of these new members bring to the table, and look forward to expanding partnerships and sharing their voices with you in the new year.

# Team Member Highlight:

## *Brynn MacDougall*

This year, WCI's Director of Programs and Operations, Brynn, and WCI's Executive Director through August 2020, Dr. Cecilia Cardesa, received the Mandela Washington Fellowship Reciprocal Exchange to host a conference focused on girl empowerment and mental health in Malawi. They plan to implement their project in partnership with Ukani Malawi in early 2021. The Mandela Washington Fellowship Reciprocal Exchange, awarded by IREX and funded by the U.S. Department of State, enables Americans to work collaboratively with young African leaders in Sub-Saharan Africa.

We are also thrilled to announce that WCI received the Valentine Foundation Visionary Leadership Fund award for Brynn to further her education and learn how to incorporate positive psychology approaches into WCI's programming.



# The WCI Community

## Partners

Bodine High School for International Affairs  
First Philadelphia Preparatory Charter School  
City of Philadelphia Commission for Women  
Winam Green Ventures  
Women Against Abuse  
Photo Start  
Republic Bank  
Courtney Seard  
Keyonna Douglas

## Funders

Philadelphia Foundation  
APCO International  
The Appaloosa Foundation  
Johnson & Johnson  
The Valentine Foundation  
TD Charitable Foundation  
The Benevity Community Impact Fund  
The Church of Saint Luke & The Epiphany





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