The YEAR of BLOOMING

FRIDA | The Young Feminist Fund
2015 Annual Report
2015 was a year of growth. FRIDA grew from a team of three to a team of seven, we expanded our reach to new terrains and territories, we increased the number of FRIDA languages we operate in from five to seven, and we learned from new challenges. This year, FRIDA bloomed into a more sustainable and financially rooted organization, almost doubling our organizational budget (compared to 2014) with a 173% increase in online donations. It was a year marked by exponential growth and flourishing!

FRIDA’s work consists of intersecting and overlapping layers. In this annual report, we share some of the reflections from the FRIDA team about what we achieved in the last year as well as the impact of our grantees. Each of these layers tells the story of a new strategy, approach or technique that we adopted in order to blossom into a stronger, more independent and resilient organization.
2015 HIGHLIGHTS

JANUARY
Establishes first-ever Board of Trustees

FEBRUARY
Registers as an organization in Panama

MARCH
Hires Finance and Administration Manager
Grantees and advisors attend the World Social Forum in Tunisia
Attends the 59th Commission on the Status of Women
Holds first Board meeting in NYC

APRIL
Attends participatory grantmaking workshop and shares FRIDA’s model at an event in China held by the Ford Foundation

MAY
Recruitment process for Advisors and Staff, growing advisory committee to over 50 young feminists

JUNE
Hires first Communications Officer, Monitoring, Evaluation & Learning Officer, and Resource Mobilization Officer

JULY
Advisory and Staff meeting in Belgrade, Serbia
Meets our grantee partner, Femenergy

AUGUST
4th call for proposals launched! #FRIDACycle2015
First regional Grantee Convening held in Nairobi, Kenya
Bodies Unbound convening for girl members of FRIDA and Mama Cash grantee partners exploring a range of issues from self-esteem, SRHR, sexuality and gender-based violence

SEPTEMBER
Conducts outreach in Papua New Guinea led by Bety, FRIDA advisor

OCTOBER
Visits grantee partner Revolt Social Workers in Slovenia
Launches Kaleidoscope: Annual Report 2014
Launches #GoGirl campaign marking International Day of the Girl Child (October 11)
Raises USD 4,727 through a Catapult crowdfunding campaign to support groups fighting gender-based violence

NOVEMBER
Attends convening to support setting up a West African LGBTQI activist-led fund in Senegal, sharing FRIDA’s participatory grantmaking model
Launches first-ever grantmaking report, highlighting our grantmaking model and learning

DECEMBER
Launches the first of a series of impact reports, My Body, My Life. My Choice, highlighting the work and strategies of grantee partners working to end early and forced marriage
Starts renewal process for 33 continued grantee partners and welcomes 38 new grantee partners, totaling support to 71 young feminist groups
Resource Mobilization Working Group begins creating a toolkit to improve the skills and confidence of young feminist organizers
Raises over USD 10,000 in first-ever end of the year fundraising appeal
2015 was a year filled with increased reflection on, collaboration around, and documentation of our grantmaking model. FRIDA connected with other peer grantmakers and shared our experience in presentations, reports, and meetings.

We also instituted a new advisory committee and structure to help facilitate our grantmaking process. Through a participatory process, we brought our advisors together in Serbia in June and co-created a grantmaking policy for better and more effective management of our grants.

Growth has also required us to introduce more efficient and effective technologies in our grantmaking system, including integrating with Salesforce, adding two additional languages, using more data analysis to assess gaps in the process, and providing simplified proposal forms.
FRIDA awarded USD 276,214 in direct grants to 71 young women/trans* led groups in the 2015–16 grant cycle, which included 38 first-time grantee partners.

FRIDA also distributed 47 Capacity Development Grants to its grantee partners in 2015. Recipients included Socially Keen Individuals Redefining Tech Spaces (SKIRTS) in Kenya, Shut Your Sexist Mouth Up (SYSMU) in Russia, and Women In Martial Arts (WIMA) in Kiribati.
In the 2014–15 grantmaking cycle, FRIDA had a total of 47 grantee partners. Here’s a bit of what they’ve been up to:

**Impact of the 2014–15 Grantee Cohort**

In the 2014–2015 grantmaking cycle, FRIDA had a total of **47 grantee partners**.

New Partners & Contacts

- **34** grantee partners (72%) connected with other organizations, government offices, and members of the FRIDA community in 2015.

Office Space

- **26** grantee partners (55%) had a regular meeting space.
- **11** acquired this space through support from FRIDA!

Registration

- **16** grantees (34%) registered as formal organizations. Several FRIDA grantee partners chose not to.
- **Eight of them did so with the funds received from FRIDA!**

Leveraging Resources

- During the course of 2015, with support from FRIDA, **8** groups were able to acquire additional funding from other sources.
- **One of the groups received a grant of 23,000 Euro!**

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Activities of the 2014–15 Grantee Cohort

FRIDA’s 2015 Cohort of 47 grantee partners, with over 1,600 members, conducted a range of activities in their communities, such as: self-defense workshops, community sensitization around ending forced marriage and female genital mutilation, sensitization meetings with the police to improve their treatment of sex workers, theater performances and storytelling to spark discussion on issues affecting young women, and advocacy against discriminatory laws such as anti-homosexuality legislation.

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Through FRIDA’s recommendation, we were able to secure further funding from Astraea Lesbian Foundation for Justice, which gives us the opportunity to realize new projects and cope personally and collectively with economic precariousness.

—RADICAL QUEER AFFINITY COLLECTIVE, Hungary

“The child marriage issue was considered taboo and nobody used to talk about this issue. We are one of the few people and the only girls in the entire division that raised their voice against the issue and talked about it.”

—GIRLS UNITED FOR HUMAN RIGHTS, Pakistan

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**WHAT ISSUES ARE GRANTEE PARTNERS WORKING ON?**

- **32** Gender-based violence/violence against women
- **19** Sexual Rights
- **13** LGBTQI/sexualities
- **11** Reproductive rights and health (contraception, abortion, maternal health)
- **11** Women in the media
- **10** Arts and creativity
- **9** Political participation
- **5** Economic, social, and cultural rights
- **4** Environmental rights and justice
- **4** Women’s economic empowerment
- **3** Religious rights
- **3** Property law and housing rights
- **3** Labor and workers’ rights
- **2** Disabilities
- **1** Peace building and violence against women in conflict/post-conflict
- **1** Religious rights

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**REGISTRATION**

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- **Eight of them did so with the funds received from FRIDA!**
We changed the way Kashmiris thought of the disappeared, as extending to the women surrounding those who have disappeared and why their lives and their stories matter as much as those of the disappeared.

— FEMIN IJTIHAD/STRATEGIC ADVOCACY FOR HUMAN RIGHTS, Afghanistan & India

Certain conventional practices forced girls not to resort to contraceptive methods, except when escorted by their spouse. Raising awareness broke this taboo, and the girls understood that choosing their preferred contraceptive method is more than a right, even when they’re not escorted.

— COLLECTIF VIVRE MA VIE, Burkina Faso

In our meetings with village heads, it was then agreed that each parent that will have his/her girl child married off will be fined and the girl will be rescued and be sent back to school.

— FOUNDATION FOR CIVIC EDUCATION AND SOCIAL EMPOWERMENT (FOCESE), Malawi

The young women’s club members are actively involved in changing norms around gender and attitudes, teaching their communities to not keep silent when a woman is violated or abused.

— BEYOND BORDERS, Armenia

The Foundation for Civic Education and Social Empowerment (FOCESE) supported 25 teen mothers to return to school in Malawi.

 Girls United for Human Rights supported two girls vulnerable to forced marriage to return to school in Pakistan.

New Waves—Young Women’s Leadership Network created their own small grant program and awarded five grants to women-led groups in Cambodia to fund projects such as a SRHR awareness campaigns, an LGBTQI football group, and a community garden project.

We worked to pressure the Nigerian government to review its homophobic laws and policies through the use of a regional human rights institution and mechanisms, the ACHPR [African Commission on Human and Peoples Rights].

— WOMEN’S HEALTH AND EQUAL RIGHTS INITIATIVE (WHER), Nigeria

Discussions held during the Groups for Sharing [a space created for expression and dialogue for young indigenous women] sessions allowed girls to understand that sexual abuse is a crime that must be punished by law, despite the perpetrator’s identity (father, grandfather, or anyone), in order to break the cycle of silence and impunity.

— MUJERES XITLALI, Nicaragua

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As a result of FOCESE’s advocacy, a local chief decided to fine parents who force their children into marriage. This is now a formal bylaw of the Sub TA Matola community in Malawi.

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— WOMEN’S HEALTH AND EQUAL RIGHTS INITIATIVE (WHER), Nigeria

Through our consciousness-raising workshops on gender and sexuality, we were able to discuss and debunk gender norms and myths around sexual orientation, sexual practices, sexual health, and gender identity.

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As part of our funding approach, which supports groups beyond core grants, FRIDA awarded USD 43,000 in capacity development grants to its grantee partners in 2015. Grantee partners used these grants to address a wide range of capacity development needs related to enabling young women to drive change in their communities.

FRIDA held its first regional convening for grantee partners, bringing together 17 young women from FRIDA grantee partner organizations in Sub-Saharan Africa. The convening included several sessions on priority areas identified by grantee partners, such as resource mobilization, monitoring and evaluation, dialogues on young women’s leadership, and donor dialogue. Grantee partners also practiced their leadership and facilitation skills by leading sessions, including “Governance in NGOs” and a “Writing Erotic Stories” workshop.

FRIDA participated in Bodies Unbound, a convening organized by Mama Cash for young girls who are members of young feminist organizations in Africa (grantee partners of Mama Cash and FRIDA). 27 girls from six different African countries attended the four-day convening, which served as a space to reflect on a range of topics, including body confidence, self-esteem, and sexual and reproductive health, as well as a training for each organization on the basics of monitoring, evaluation, and learning so they could learn to develop indicators to track and communicate the impact of their work.

FRIDA launched the FRIDA Hub, an online discussion platform that was requested by grantee partners to document and exchange success stories, strategies, ideas, challenges, opportunities, and information. We created this tool to support young feminist networking and create a space to catalyze collaboration between groups across borders.
FRIDA’s creative resource mobilization efforts sustain us as a funding organization and enable us to support young feminist organizing worldwide. Our resource mobilization is also inextricably linked to our advocacy: through our fundraising, we seek to open up the space for new funding streams for young feminist activists. We are always trying novel methods of mobilizing resources to strengthen the global young feminist movement.

Thanks to our donors, in 2015, FRIDA mobilized a total of USD 853,735. Of which, USD 13,830 was raised through 40 individual donors. This year, we instituted an end-of-the-year fundraising appeal. We raised a total of USD 4,660 in the month of December! In 2015, for the first time, we mobilized to join #GivingTuesday. Also new in 2015: FRIDA organized a crowdfunding campaign that aligned with the 16 Days of Activism against gender-based violence, observed internationally between November 25 and December 10.

Follow the hashtag #16DaysofActivism on our Instagram and Facebook page!
FRIDA has always been lauded for its communications—both offline and online—and 2015 saw new strategies that began as experiments but became instituted as we learned what worked best. This year, we created our first Facebook ads to reach specific audiences. We ran the ads in English, Arabic, Russian, French, and Spanish. We also revived our presence on Instagram, and we are loving the support and solidarity in the virtual world across social media channels!

**Influencing & Building Knowledge**

FRIDA Reports
- Letting the Movement Decide, FRIDA Grantmaking Report, November 2015
- Young Feminist Reflections from the World Social Forum 2015, Outreach to the MENA Region, May 2015
- Kaleidoscope, FRIDA Annual Report 2014
- ‘It’s All About Intention’: An Interview with the New York City Young Feminist Giving Circle, Young Women-led Philanthropy Report, November 2015

**Op-eds, Articles, and Blogs**
- Our bodies as battlegrounds, Open Democracy, March 2015
- 20 Years of Mobilization: The Role of Young Feminists, UN Research Institute Social Development, March 2015
- Meet the global feminists changing the world for girls from Kenya to Egypt, The Guardian, April 2015
- Defending ourselves: defining the rights of girls, Open Democracy, October 2015

**PUBLISHED REPORTS & ARTICLES**
Until 2015, FRIDA did not have dedicated staff members or resources to track its monitoring, evaluation, and learning (MEL). In June, we hired a dedicated MEL staff person to establish our system with support from Alexandra Pittman, a feminist evaluator, researcher, and founder of Impact Mapper.

**KEY ACHIEVEMENTS:**

- We completed a participatory process of developing collective indicators to assess grantee partners’ impact across the five regions and measure progress towards their strategic goals.
- We began setting up a Salesforce database and using Impact Mapper to improve the data collection and analysis process of both the quantitative and rich qualitative data which FRIDA collects.
THANK YOU TO OUR INDIVIDUAL DONORS

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FRIDA’s year of blooming is just the beginning. As an organization, we have spent 2015 strengthening our roots, fostering our community, and becoming more sustainable. We now stand on firmer ground from which to flower and grow. We look forward to taking another journey around the sun with you!

—THE FRIDA TEAM

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