# 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.



NEW IN 2015

Successfully held an end-of-year fundraising campaign

> Held an online campaign on the Catapult platform, raising USD 4,727 to end violence against women

> > Initiated a New York **Giving Circle**

RESOURCE MOBILIZATION

PLUS:

PUBLICATIONS

PROGRAMS PILOTED

Solidarity Grants Allows for exchanges to happen between groups in the same region, or groups in different regions who have a similar thematic focus

Peer Mentoring Program Advisors mentored grantee partners across 4 regions

#### Travel Grants

Allows our grantee partners to attend key national, regional, or international meetings or conferences to strengthen their relationships with other social movements

Launched our first-ever grantmaking report

Published a special impact report on forced marriage

FRIDA grew from 3 to 7 based in seven different countries

STAFF

Key partner in the **Bodies Unbound** convening for girls in Uganda, led by Mama Cash

Wrote an op-ed on girls' rights for International Day of the Girl Child

FOCUS ON GIRLS' RIGHTS

Produced a #GoGirl campaign on social media

PLATFORMS

#### Portuguese Mandarin Português

LANGUAGES

官話

added to the call for proposals for the 2015–16 grant cycle

FRIDA Hub

Started to use a new platform to connect our community

Worked with Impact Mapper and Salesforce database to better track our relationships with supporters and donors



#### INTRODUCTION • 3



### SEPTEMBER

Conducts outreach in Papua New Guinea led by Betty, FRIDA advisor

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

JANUARY

Establishes first-ever Board of Trustees

/

# FEBRUARY

Registers as an organization in Panama

# APRIL

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

## MARCH

Hires Finance and Administration Manager

Grantees and advisors attend the World Social Forum in Tunisia

> Attends the 59<sup>th</sup> Commission on the Status of Women

Holds first Board meeting in NYC

## AUGUST

4<sup>th</sup> 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



Advisory and Staff meeting in Belgrade, Serbia

Meets our grantee partner, Femenergy

## 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

#### OCTOBER

Visits grantee partner **Revolt Social Workers in Slovenia** 

#### 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

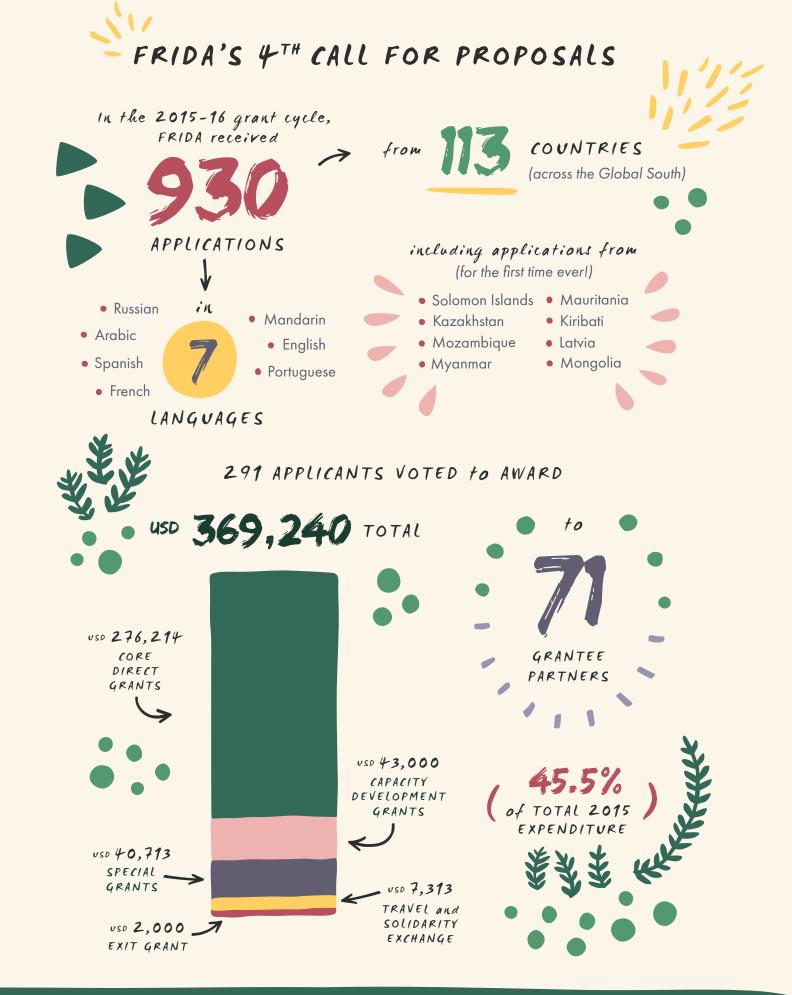
#### INTRODUCTION • 5



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.



# 0000 GRANTMAKING IN 2015

11

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.

Haiti

Jenues Femmes 🔺

Feministes En Action

Ecuador

Chile

Centro De Acción Feminista 💧

Colectiva Feminista Rabiosa 🌑

Argentina

Agrupacion Lesbofeminista Segundo Patio 🌑

Guyana

Guayana Trans United ●

Salud Mujeres 🌑

= new

Mexico

(REMJINA)

Reflexiün Y Acciün Feminista 💧

Red De Mujeres Jovenes

Indigenas Y Afromexicanas

= renewed

Guatemala

Las Impertinentes 🔵

**El Salvador** 

Grupo De Jovenes

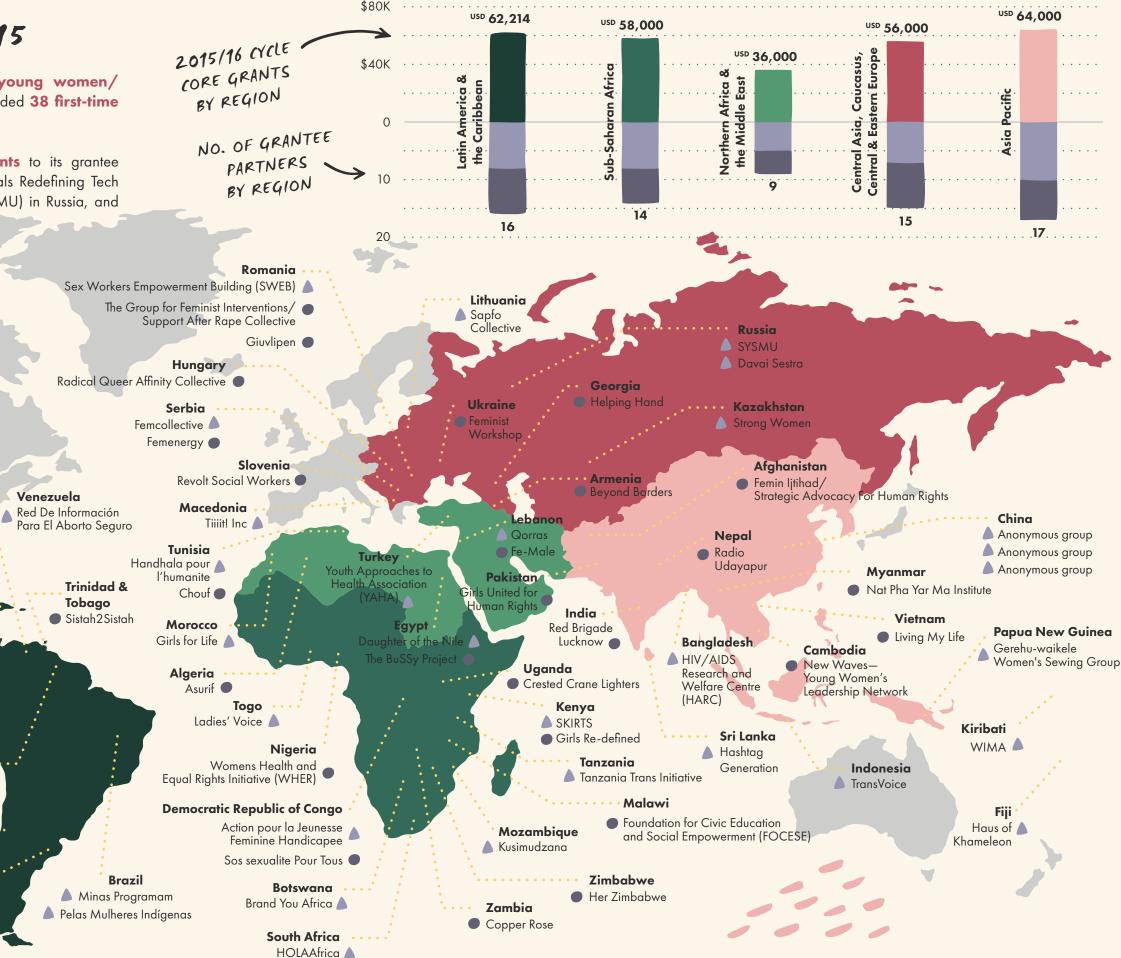
Semillas De Libertad

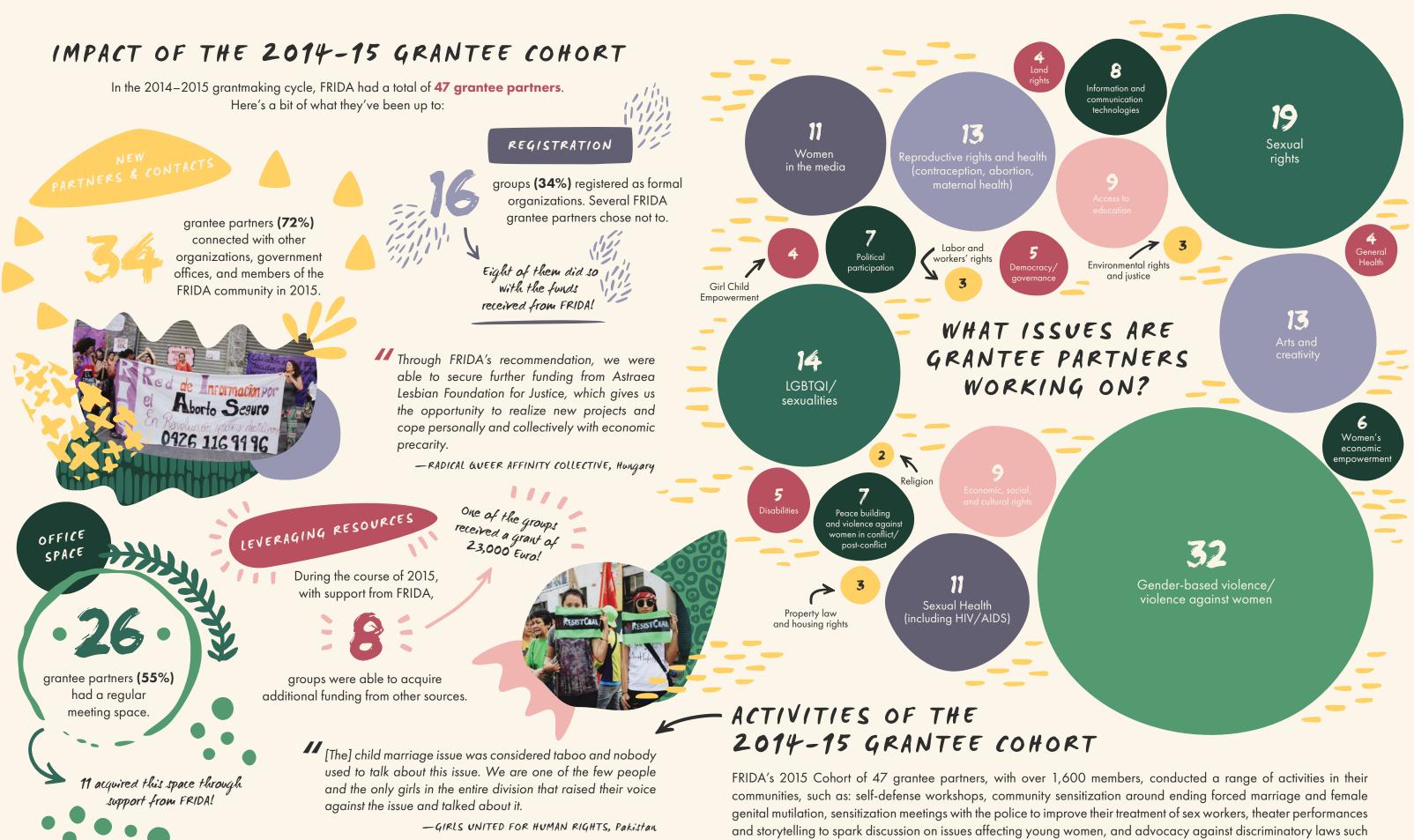
Nicaragua

Mujeres Xitlali 🔵

Asociaciün De Mujeres

Cihuatl Quetzalli (AMUCIQ)





as anti-homosexuality legislation.



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

32 grantee partners or



INFLUENCED an INCREASE IN ACCESS to RESOURCES or OPPORTUNITIES for the COMMUNITIES THEY WORK WITH

#### FOR EXAMPLE:

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. 4 grantee partners or **B J CATALYZED** CHANGE at the LAW or POLICY LEVEL

#### FOR EXAMPLE:

Red Brigade Lucknow's advocacy contributed to the implementation of the Acid Victims Compensation Law, initiating the compensation of acid victims by the government in India.

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.

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

38 grantee partners or



#### CHANGED ATTITUDES, PRACTICES, or CONSCIOUSNESS of INDIVIDUALS or COMMUNITIES

Women we spoke to began to question unequal laws, practices and behaviors during our field visits. Women also spoke out boldly and decisively about the Kashmiri conflict.

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

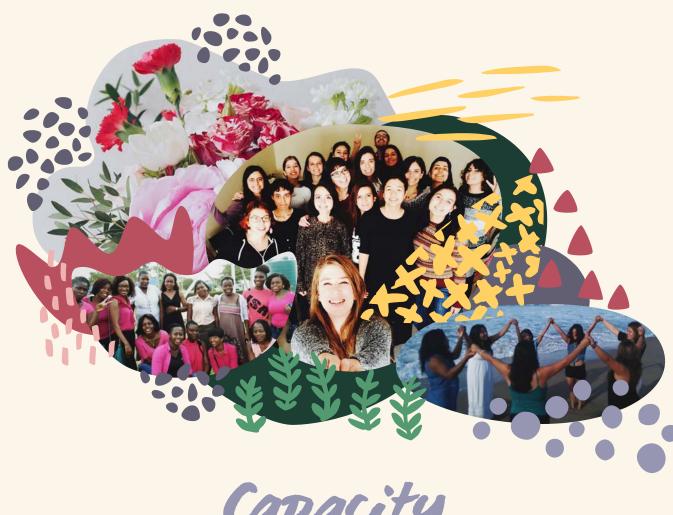
Discussions held during the Groups for Sharing [a space created for expression and dialogue for young indigenous women] sessions allowed girls to understand that sexual abuse is a crime that must be punished by law, despite the perpetrator's identity (father, grandfather, or anyone), in order to break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

-MUJERES XITLALI, Nicaragua

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.

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







GROWING & BUILDING NEW BRIDGES

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.



SUB-SAHARAN AFRICAN REGIONAL CONVENING AUGUST 10-14, 2015 NAIROBI, KENYA



BODIES UNBOUND AUGUST 18-22, 2015 KAMPALA, UGANDA



FRIDA HUB LAUNCHED FEBRUARY 2015 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; this included "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.

CAPACITY BUILDING • 15



# Resource MOBILIZATION

PROSPERING, MOBILIZING & RE-DISTRIBUTING RESOURCES

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.



FRIDA mobilized a total of: Of which, USD 13,830

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.

> #16DaysofActivism on our Instagram and Facebook page!



**RESOURCE MOBILIZATION • 17** 



# INFLUENCING & BUILDING KNOWLEDGE

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!

@FRIDAFUND

# PARTNERSHIPS & OUTREACH

A major part of FRIDA's philanthropic advocacy in 2015 included engaging in key spaces, improving our reach to diverse communities, and partnering with and within new networks:

International Network of Women's Funds / Prospera

**International Coalition on Women Human Rights Defenders** 

With and for Girls Collective

Roots Lab: a pilot program co-created by Oxfam, FRIDA, Global Fund for Women, and The Young Foundation



My Body. My Life. My Choice: Challenging Forced Marriage, FRIDA Impact Report, December 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





18 • BUILDING KNOWLEDGE

## PUBLISHED REPORTS & ARTICLES

#### 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

### Op-eds, Articles, and Blogs

Our bodies as battlegrounds, Open Democracy, March 2015

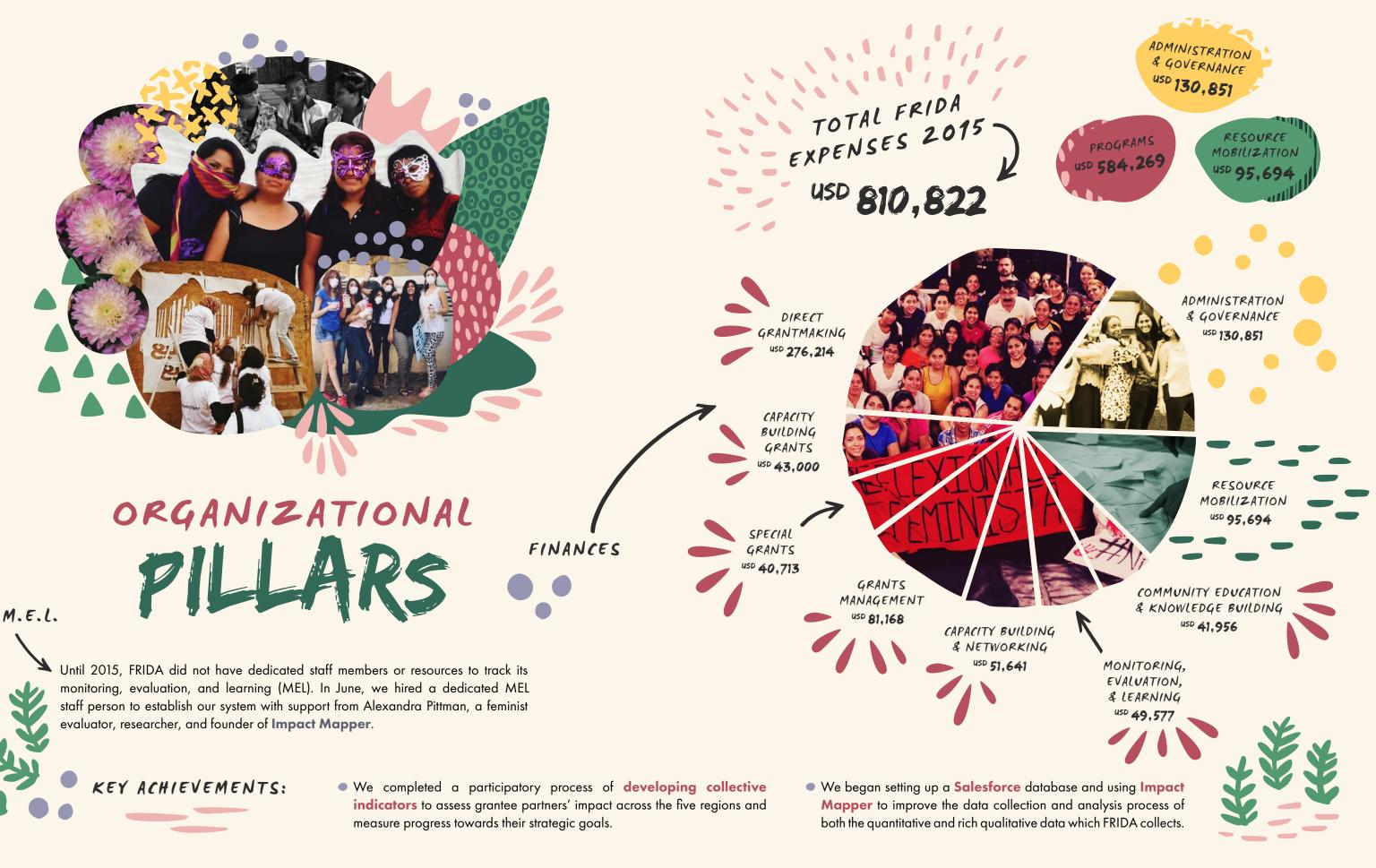
20 Years of Mobilization: The Role of Young Feminists, UN Research Institute Social Development, March 2015

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









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

#### THANK YOU TO OUR INDIVIDUAL DONORS

Mert Altintas Jennifer Browning Francesca Cardillo Christy Carter Mona Chun Anne Criquillion June Cunningham Margaret De Monchy Amina Doherty Sara Ferree Mariam Gagoshashvili Sarah Gunther Elizabeth Hoody Mark Jessan Hutchison-Quillian Sindre Kaspersen Anna Kirey Don Kirkwood Devi Leiper Ruby Luckhardt Jessica McCarthy Wadzanai Nenzou Constance Newman Derek O'Malley Margo Okazawa-Rey **Rachel Parish** Mary Patzer Alexandra Pittman

Els Riike Sarah Rosenhek Cynthia Rothschild Kitty Rudman **Fiona Scorgie** Preeyanka Shah Naomi Sobel Nori Spauwen Caitlin Stanton Julia Steinecke Randy Trigg Kay Youngflesh

Karen Plafker

#### THANK YOU TO OUR INSTITUTIONAL DONORS

Anonymous **Channel Foundation** Comic Relief Central American Women's Fund (FCAM) Ford Foundation, China Foundation for a Just Society International Network of Women's Funds (INWF) Levi Strauss Foundation Mama Cash Oak Foundation **Open Society Foundations** 

# REPORT DESIGN

Sloop Creative

#### IMAGE CREDITS

FRIDA thanks all grantee partners for submitting their photos

#### SPECIAL THANKS

Association of Women's Rights in Development (AWID)

Central American Women's Fund (FCAM)

> 270 Strategies Lafayette Practice

STAFF

Monika Banach

Nevin Öztop

Jovana Djordjevic Ruby Johnson

Boikanyo Modungwa

Devi Leiper O'Malley

Deepa Ranganathan

María Paula Castañeda

CONSULTANTS

Rudo Chiaudu

Melissa Extein

Natalie Foster

Teodora Ilic

Rachel Humphrey

Tijana Mijalkovic

Shea Morrissey

**Courtney Payne** 

Naomi Saelens

Steve Tierney

Melissa Wainaina

Alexandra Pittman

Ulf-Erik Seissenschmidt

Njoki Ngumi

#### BOARD OF DIRECTORS

Angelika Arutyunova Ana Criquillion Ruby Johnson Anna Nikoghosyan Devi Leiper O'Maley Perla Sofia Vasquez

#### ADVISORS

May Abu Jaber Laila Alodaat Leticia Alvez Nyota Babunga Selma Badzic Saadat Baigazieva Betty Barkha Gopika Bashi Irina Costache Rama S. Dieng Cherelle Fruean Shivani Gupta Leen Hashem Luisa Herrera Ksenija Joksimovic Laila Kadieva Roseline Kamdem Semanur Karaman Florencia Maffeo Lucia Marelotte



Judith Maria Abarca Rodríguez María Paula Castañeda Lourdes Mariana Chang Rojas Nadezhda Dermendzhieva Jenny Lisbeth Dominguez Rivas Ana María González Alvarado Lois Edith Gonzalez Flores Natali Beatriz Hernandez Arias Daria Kasmamyotiva Robinah Kyambadde

Marinella Matejčić Tracie Mendez Saravia Ambar Nicté Morales Sánchez Tatenda Muranda Barbora Nemcova Nomenjanahary Nyaiko Lame Olebile Maria Eugenia Olmos Chantal Partamian Maada Pochec Chansophearet Roth Alina Saba Leanne Sajor Ledys San Juan Ghiwa Sayegh Ghadir Shafie Smita Sharma Sarah Soysa Gordana Subotic Danae Tapia Shazia Usman Marisa Viana Brenda Wambui Camaro West Kenza Yousfi Sidita Zaja

#### INTERNS

Samantha Pride Amal Radaydeh

### ROOTS & FLOWERS • 23

# f /fridafund

@FRIDAFUND

5 /FRIDAFUND

Like us on Facebook! Follow us on Twitter! Connect with us on LinkedIn! Catch us on Instagram! Subscribe to our newsletter! And visit our website: www.youngfeministfund.org

in /FRIDA-THE-YOUNG-FEMINIST-FUND

NEWSLETTER