"Where is the Money for Women's Rights?"

AWID's WITM Toolkit

A Do-it-Yourself Research Methodology

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AWID offers the WITM Toolkit to support individuals and organizations who want to conduct their own research on funding trends for a particular region, issue or population by adapting AWID's research methodology.

AWID's WITM Toolkit builds on 10 years research experience. AWID's WITM research and WITM Toolkit is a political and practical demonstration of the resources and steps it takes to conduct solid action-research.

The *Resourcing Women's Rights* team also offers technical and political support before and during the research process. Review the toolkit and contact us at *fundher@awid.org* if you need more information.

FIND THE TOOLKIT ONLINE: *awid.org/witm-toolkit*

We would like to thank the contributors and advisors of this toolkit:

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- Kamardip Singh
- Martin Redfern
- Pei Yao Chen
- Srilatha Batliwala
- Veronica Vidal

Before you begin

Before starting the WITM research methodology, it is important you prepare the background and know what to expect.

Capacity

With AWID's WITM research methodology, we recommend that you **first review the entire toolkit.**

While this toolkit is designed to democratize WITM research, there are **capacity constraints** related to resources and research experience that may affect your organization's ability use this methodology.

Trust

Before beginning any research, we recommend that you assess your organization's connections and trust within your community.

In many contexts, **organizations may be hesitant to openly share financial data** with others for reasons ranging from concerns about how the information will be used, to fear of funding competition and anxiety over increasing government restrictions on civil society organizations.

As you build relationships and conduct soft outreach in the lead-up to launching your research, ensuring that your objectives are clear will be useful in creating trust.

Transparency will allow participants to understand **why you are collecting the data and how it will benefit the entire community.**

Use the "Ready to Go?" Worksheet to assess your readiness to begin your own WITM research. The more questions you can answer on this worksheet, the more prepared you are to undertake your research.

We highly recommend that you ensure data is collected confidentially and shared anonymously.

By doing so, participants will be more comfortable sharing sensitive information with you.

1. Gather your resources

This section highlights key resources recommended by AWID so you can conduct your own WITM research.

People needed

- 1 or more person(s) to lead overall implementation of research methodology and ensure all key pieces are on track (Sections 2-11)
- 1 or more person(s) to conceptualize the key research objectives and guiding questions
- 1 or more person(s) to refine and conduct the research methodology, including collecting data
- 1 or more person(s) to conduct relevant qualitative and quantitative analysis of collected data
- 1 or more person(s) to document and package research findings for desired audience(s)
- 1 or more person(s) to serve as an editor to your final products
- 1 or more person(s) to conduct outreach to spread the word about your survey and advocacy using your research results

Potential expenses

1. Staff and/or consultant salaries
2. Data analysis software if conducting analysis of large dataset inhouse. Options:
   - *SPSS*
   - *Stata*
   - *R* (this is free)
3. Cost of producing publications and research products
4. If desired, incentive prize that survey participants can win if they complete the survey
5. If desired, incentives to offer your advisors

Estimated time

- For research process: 6 to 18 months, depending on size of dataset(s) and staff capacity
- For advocacy: 1-2 years, as determined by your organizational goals

Resources needed

- List of advisor organizations, donors and activists
- List of online spaces and events/networks to distribute your survey and present your survey results
- List of donors, activists, and women's rights organizations to interview
- Prepared interview questions
- List of publication sources to use for desk research

Resources available

- *Sample 1 of Research Framing*
- *Sample 2 of Research Framing*
- Example: *2011 WITM Global Survey*
- *Sample WITM Global Survey*
- *Sample letter to grantmakers requesting access to databases*
- *AWID Sample Interview Questions: Donors*
- *AWID Sample Interview Questions: Activists & Women's Rights Organizations*
- *Sample Advocacy Plan*

Online tools

- *Survey Monkey*: Free
- *Survey Gizmo*: Converts to SPSS for analysis very easily
- *Tutorial: Gentle Introduction to Cleaning Data*
- *Visualization Tools*
- *"Ready to Go?" Worksheet*

Use the *"Ready to Go?" Worksheet* to assess your readiness to begin your own WITM research.

The more questions you can answer on this worksheet, the more prepared you are to undertake your research.

2. Frame your research

A framework for your research will guide you throughout your research process, and the framing document you develop can also serve as a concept note to advisors and partners, and a funding proposal to potential donors.

Before conducting any research

- Set the goals of your research.
- List the key questions you want your research to answer.
- Write out the type of data you will need to obtain and review to answer your key questions.
- Define the final products you will produce with your research.

Your research framing may evolve over time as you refine your questions and gather new information. However, building an initial research framing will allow you to work from a solid foundation.

Goals

To create a strong foundation for your WITM research, it is important to clarify what you hope to accomplish.

Your goals could be to:

- Generate hard data on funding realities and trends to prove or disprove existing myths.
- Gain deeper insight into differences between the perspectives of donors and women's rights organizations.
- Influence donors in grant-making.
- Add crucial input to key funding debates.
- Explore collaboration between donors and women's rights organizations on issues that emerge from the research.
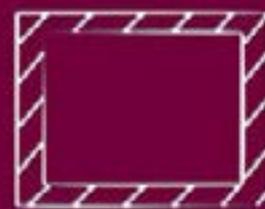
Estimated time:

- 1 month

People needed:

- 1 or more research *person(s)*

Resources available:

- *AWID Research Framing: sample 1*
- *AWID Research Framing: sample 2*

Key questions

Consider the following points:

- What exactly do you want to learn more about and what is the hypothesis you would like to test? Writing this out will assist you in your thought process.

- Is there existing research on this? If research already exists, it may not make sense to conduct new WITM research unless you feel like the existing research is not extensive or specific enough.

- What time frame do you want to cover in your analysis? For example, will your research analyze only the past year, or several previous years, such as the past five years?

- Are you planning to repeat your survey to collect data in the future?

Choosing a specific timeframe for your research can result in more precise findings than working with an open-ended timeframe. Also, deciding whether you will repeat this research at regular intervals will allow you to set up data collection benchmarks for easy replication and comparison over time.

Type of data

Now that you determined your key questions, you can determine what kind of data will help you answer your key questions. This will allow you to plan the rest of your schedule for your WITM research.

For example, will you conduct a survey that covers an extensive portion of your priority population? Will you analyze the applications that funders are receiving from a certain region? Will you also conduct interviews (recommended)?

By determining the types of data you need, you can reach out to external parties who will provide this data early on, and plot out your full schedule accordingly.

Some suggested sources of data could be:

- Surveys you create for women's rights organizations and donors.

- Application and grantmaking data from donors' funding cycles.

- Interviews of prominent activists, organizations, and donors.

- Donor data from membership organizations and networks, such as the _Foundation Center_, regional or national donor affinity groups.

Diverse data sets are a great way to create robust and rich analysis.

These were the key questions that guided AWID's WITM research process:

- What is the current state of women's organizations' financial sustainability across the world?

- What external and internal trends are impacting donors' funding decisions to support women's organizations and movements?

The data from AWID's 2011 Global Survey formed the backbone of our analysis in Watering the Leaves, Starving the Roots report. However, we also collected data from interviews and interactions with several actors in the field, ranging from donors to activists and women's rights organizations.

Final products

In addition to allowing you to set your schedule, creating an initial plan of what products you will develop will also allow you to work out what resources you need.

For example, will you only produce a long research report or will you also create infographics, brochures and presentations? Depending on your products, you may need to hire a design firm, plan events and so on.

These products will also be the tools you use to achieve your goals, so it is important to keep those goals in mind.

For example, is your WITM research exclusively intended as an advocacy tool to influence funders? In that case, your products should allow you to engage with funders at a deep level.

Conclusion: Framing your research will give you the big picture

Framing your research to cover goals, key questions, types of data, and final products will allow you to create a well-planned schedule, prepare your resources in advance, and plan a realistic budget.

This will make interactions with external partners easier and allow you to be nimble when unexpected setbacks occur.

Some sample products:

- Long report for dissemination with key funders and organizations. Historically, AWID WITM research has centered on a long report, from which AWID distilled other smaller products - see rest of list.

- Infographic for viral distribution online

- Short animation demonstrating key findings

- Short brochure(s) distilling your findings and messages

- Articles and blog posts on key findings to draw interest to your larger report

- Seminars or webinars presenting key findings

3. Design your survey

After assessing your organization's capacity and research goals, you may choose to conduct a survey as one of the methods of data collection for your research analysis.

Why conduct a survey?

A survey is an excellent way to gather information on individual organizations to capture trends at a collective level.

For example, one organization's budget size does not tell you much about a trend in women's rights funding, but if you know the budgets of 1,000 women's rights organizations or even 100, you can start to form a picture of the collective state of women's rights funding.

As you develop your survey questions, keep in mind the research framing that you developed in the previous section.

Remember:

Your framing helps you determine what information you are trying to procure through your survey. The data collected from this survey should allow you to accomplish your goals, answer your key questions, and create your final products.

Identify your survey population

This is an important step – the clearer you are about which populations you want to survey, the more refined your questions will be.

Depending on your research goals, you may want to create separate surveys for women's rights organizations, women's funds and donors.

Or you may want to focus your survey on women's groups and collect interviews for women's funds and donors, as a survey for each population can be resource-intensive.

The questions you ask women's groups may be different than ones you would ask women's funds. If you plan on surveying more than one population, we encourage you to tailor your data collection to each population.

At the same time, some key questions for each population can and should overlap in order to draw comparative analysis from the answers.

Estimated time:
- 2 - 3 months

People needed:
- 1 or more research person(s)
- Translator(s), if offering survey in multiple languages
- 1 or more person(s)to assist with publicizing survey to target population
- 1 or more data analysis person(s)

Resources needed:
- List of desired advisors: organizations, donors and activists
- Optional: an incentive prize to persuade people to complete your survey
- Optional: an incentive for your advisors

Resources available:
- *Survey Monkey* or *Survey Gizmo*
- *Sample of WITM Global Survey*

Online survey

If you can reach your survey population online, it is useful and efficient to create an online survey. We recommend two online tools, both which offer free versions:

- *Survey Monkey*
- *Survey Gizmo*

Survey Gizmo allows you to convert your data for *SPSS*, a statistical software useful for advanced data analysis. Your data analyst person(s) will be the best person(s) to determine which tool is best for your survey based on staff capacity and analysis plans.

Paper survey

You may decide that an online approach is not sufficiently accessible or inclusive enough for your popuation.

In this case, you will need to create a paper survey and methods to reach offline populations (through popular events or through post, with prestamped envelopes for returning).

Create your questions

Make it easy for participants to complete your survey:

1. Short and clear questions

If the questions are confusing or require complex answers, you risk having participants leave the survey unfinished or providing answers that are unusable for your analysis.

Ensure your questions only ask for one item of information at a time.

For example:

What is your organization's budget this year?

- **Easy to answer:** participant can easily locate this information for their organization, and it is only asking for one item of information.

What percentage of your budget have you identified as likely sources for funding for your organization, but are still unconfirmed?

- **Confusing and difficult to answer:** are you asking for a list of unconfirmed funding sources or percentage of funding that is likely but unconfirmed? This information is difficult to obtain: the respondent will have to calculate percentages, which they may not have on hand. This increases the risk that they will not complete the survey.

For accessibility:

Consider making a PDF form version of your survey that you can attach via email.

This ensures organizations that have sporadic internet connections or those that pay for it by the minute can download the survey and complete it without requiring a constant online connection.

2. Simple and universal language

Many words and acronyms that are familiar to you may be unknown to survey participants, such as "resource mobilization", "WHRD", and "M&E", so be sure to choose more universal language to express your questions.

If you must use industry lingo – phrases and words common to your colleagues but not widely known – then providing a definition will make your survey questions easier to understand. Be sure to spell out any acronyms you use.

3. "Closed" and "Open" questions

Closed questions:

Only one response is possible (such as "yes," "no" or a number). Survey participants cannot answer in their own words and they typically have to choose from predetermined categories that you created or enter in a specific number.

Responses to closed questions are easier to measure collectively and are often quantitative.

- **Example of a closed question:** What is your organization's budget?

Open-ended questions:

These are qualitative questions that are often descriptive. Respondents answer these questions entirely in their own words. These are more suitable for interviews than surveys.

They are harder to analyze at a collective level as compared to closed-end questions, especially if your survey sample is large. However, by making open-ended questions very specific, you will make it easier to analyze the responses.

Whenever possible, design your survey questions so that participants must select from a list of options instead of offering open-ended questions. This will save a lot of data cleaning and analysis time.

- **Example of open-ended question:** What specific challenges did you face in fundraising this year?

Familiarize yourself with different types of questions

There are several ways to ask closed-ended questions.

Here are some examples you can review and determine what fits best for the type of data you want to collect:

- **Multiple choice questions:** the participant can select one or several options you preentered

- **Rating scales:** the participant gives a note on a scale you pre-determine. For this type of questions, make sure to clearly state what the bottom and the top of your scale mean

- **Ranking:** the participant will choose and organize a certain number of answers you predetermine.

View more question types

4. Logical organization

If you plan to conduct this research at regular intervals (such as every two years), we recommend developing a baseline survey that you can repeat in order to track trends over time.

Set 1: Screening questions

Screening questions will determine the participant's eligibility for the survey.

The online survey options we provided allow you to end the survey if respondents do not meet your eligibility criteria. Instead of completing the survey, they will be directed to a page that thanks them for their interest but explains that this survey is intended for a different type of respondent.

Set 2: Standardized, basic demographic questions

These questions would collect data specific to the respondent, such as name and location of organization. These may overlap with your screening questions.

If resources permit, you can store these answers on a database and only ask these questions the first year an organization participates in your survey.

This way when the survey is repeated in future years, it is faster for organizations to complete the entire survey, increasing chances of completion.

Set 3: Standardized and mandatory funding questions

These questions will allow you to track income and funding sustainability. Conducted every year or every other year, this allows you to capture trends across time.

Set 4: Special issues questions

These questions account for current context. They can refer to a changing political or economic climate. They can be non-mandatory funding questions, such as attitudes towards fundraising.

For example, you only want women's rights groups in a given location to take this survey.

The screening questions can determine the location of the participant and prevent respondents from other locations from continuing the survey.

For example, AWID's 2011 WITM Global Survey asked questions on the new "women & girls" investment trend from the private sector.

5. Less than 20 mins

The shorter, the better: your survey shouldn't exceed 20 minutes to ensure completion and respect respondents' time.

It is natural to get excited and carried away by all the types of questions that could be asked and all the information that could be obtained.

However, long surveys will lead to fatigue and abandonment from participants or loss of connection between participants and your organization.

Every additional question in your survey will add to your analytical burden once the survey is complete.

6. Simple and exciting

- Let participants know the **estimated time** to complete the survey before they begin.
- Specify **what information** they will need to complete it so they have it on hand (for example, if you are asking for financial data, say it at the outset so they can prepare).
- Request information that organizations can **easily access and provide** – for example, requesting financial information from 20 years ago may be difficult (or impossible) for organizations to provide.
- Create an **incentive** to convince your survey population to complete the survey, such as a prize raffle.

For example, AWID held a raffle draw for a round-trip flight to the AWID Forum as a prize for completing our 2011 WITM Global Survey.

General tips

- Ask for exact budgets instead of offering a range (in our experience, specific amounts are more useful in analysis).
- Specify currency! If necessary, ask everyone to convert their answers to the same currency or ask survey takers to clearly state the currency they are using in their financial answers.
- Ensure you collect enough demographic information on each organization to contextualize results and draw out nuanced trends.

For example, if you are analyzing WITM for a particular country, it will be useful to know what region each organization is from or at what level (rural, urban, national, local) they work in order to capture important trends such as the availability of greater funding for urban groups or specific issues.

Test and translate

1. Your advisors

Involving your partners from the start will allow you to build deeper relationships and ensure more inclusive, higher quality research.

They will provide feedback on your draft survey, pilot test the survey, and review your draft research analysis drawn from your survey results and other data collection.

These advisors will also publicize the survey to their audiences once it is ready for release. If you plan on having the survey in multiple languages, ensure you have partners who use those languages.

2. Draft and test

After your survey draft is complete, test it with your partners before opening it up to your respondents. This will allow you to catch and adjust any technical glitches or confusing questions in the survey.

It will also give you a realistic idea of the time it takes to take the survey.

3. Translation

Once the survey is finalized and tested in your native language, it can be translated.

Be sure to **test the translated versions** of your survey as well. At least some of your pilot testers should be native speakers of the translated languages to ensure clarity.

Target the right population

1. Sample size

Your survey sample size is the number of participants that complete your survey.

Your survey sample should reflect the qualities of the larger population you intend to analyze.

Recommended sample size

- 100 survey participants or less tend to be unreliable.
- 250 to 400 will yield results of reasonable accuracy.
- over 400 are fully adequate and will also allow accurate analysis of subgroups (for example, age groups).

If you decide to do both survey and interviews for your data collection, your advisor-partners on your survey design can also double as interviewees for your interview data collection process.

For example: you would like to analyze the millions of women's rights groups in Valyria but you lack the time and resources to survey every single one.

Instead, you can survey only 500 of the Valyrian women's rights groups – a sample size - to represent the qualities of all the women's groups in the region.

Although it is not necessary to determine your exact sample size before you launch your survey, having a size in mind will allow you to determine when you have reached enough participants or whether you should extend the dates that the survey is available, in case you feel that you have not reached enough people.

2. Degree of participation

Even more important than size of a sample is the degree to which all members of the target population are able to participate in a survey.

If large or important segments of the population are systematically excluded (whether due to language, accessibility, timing, database problems, internet access or another factor) it becomes impossible to accurately assess the statistical reliability of the survey data.

If a segment of women's groups in Valyria do not use internet, and you only pull participants for your sample through online methods, then you are missing an important segment when you have your final sample, thus it is not representative of all women's groups in Valyria.

You cannot accurately draw conclusions on your data if segments of the population are missing in your sample size; and ensuring a representative sample allows you to avoid this mistake.

3. Database and contact list

To gain an idea of what the makeup of women's groups for your area of research (region, population, issue, etc) looks like, it may be useful to look at databases.

- Some countries may have databases of all registered nonprofits, which will allow you to know your full population.

- If databases are not available or useful, you can generate your own list of groups in your area of research. Start with networks and coalitions, ask them to refer you to additional groups not in the membership lists.

By understanding the overall makeup of women's groups that you plan to target, you can have an idea of what you want your sample to look like - it should be like a mini-version of the larger population.

After participants have taken your survey, you can then gauge if the resulting population you reached (your sample size) matches the makeup of the larger population.

If it doesn't match, you may then decide to do outreach to segments you believe are missing or extend the window period that your survey is open.

In our example: you need to ensure all women's groups in Valyria had the opportunity to participate in the survey.

Do not be paralyzed if you are unsure of how representative your sample size is – do your best to spread your survey as far and wide as possible.

4. Collect and analyze your data

This section will guide you on how to ensure your research findings are representative and reliable.

Collect your data

1. Before launch

- First determine the best way to reach your survey population For example, if you want to focus on indigenous women's rights organizers, do you know who the key networks are? Do you have contacts there, people who can introduce you to these organizations or ways of reaching them?

- Determine if your key population can be easily reached with an online survey, if you need to focus on paper survey distribution and collection or a mix of both. This decision is very important to ensure accessibility and inclusiveness.

- Be prepared! Prior to advertizing, create a list of online spaces where you can promote your survey.

- If you are distributing paper versions, create a list of events, spaces and methods for distributing and collecting results.

- Plan your timeline in advance, so you can avoid launching your survey during major holidays or long vacation periods.

- Make it easy for your advisors and partners to advertize the survey – offer them pre-written Twitter, Facebook and email messages that they can copy and paste.

2. Launch

- Send the link to the survey via email through your organization's email databases.

- Advertize on your organization's social media. Similar to your newsletter, you can regularly advertize the survey while it is open.

- If your organization is hosting events that reach members of your survey population, this is a good space to advertize the survey and distribute paper versions as needed.

Estimated time:

- 2 - 3 months

People needed:

- 1 or more research person(s)

- Translator(s), if offering survey in multiple languages

- 1 or more person(s) to assist with publicizing survey to target population

- 1 or more data analysis person(s)

Resources needed:

- List of desired advisors: organizations, donors, and activists

- Optional: an incentive prize to persuade people to complete your survey

- Optional: an incentive for your advisors

- Invite your advisors to promote the survey with their email lists and ask them to copy you so you are aware of their promotional messages. Remember to send them follow-up reminders if they've agreed to disseminate.

- Approach funders to share your survey with their grantees. It is in their interest that their constituencies respond to a survey that will improve their own work in the field.

3. During launch

- Keep the survey open for a **minimum of four weeks** to ensure everyone has time to take it and you have time to widely advertize it.

- **Send reminders** through your email databases and your partners databases asking people to participate in the survey.
  To avoid irritating recipients with too many emails, we recommend sending two additional reminder emails: one at midway point while your survey is open and another a week before your survey closes.

- As part of your outreach, remember to state that you are only collecting **one response per organization**.
  This will make cleaning your data much easier when you are preparing it for analysis.

- **Save an extra week!** Halfway through the open window for survey taking, check your data set. How have you done so far?
  Run initial numbers to see how many groups have responded, from which locations, etc. If you see gaps, reach out to those specific populations.

  Also, consider extending your deadline by a week – if you do so, include this extension deadline in one of your reminder emails, informing people know there is more time to complete the survey.

  Many answers tend to come in during the last week of the survey or after the extended deadline.

When collecting this data, consider what type of applications you would like to review. Your research framing will guide you in determining this.

Also, it may be unnecessary to see every application sent to the organization – instead, it will be more useful and efficient to review only eligible applications (regardless of whether they were funded).

Resources available:

- *Survey Monkey*
- *Survey Gizmo* (Converts to SPSS for analysis very easily)
- *2011 WITM Global Survey*
- *Sample of WITM Global Survey*
- *Sample letter to grantmakers requesting access to databases*
- *Visualization Tools*
- *Tools to present your data in compelling ways*
- *Tutorial: Gentle Introduction to Cleaning Data*

If you also plan to collect data from applications sent to grant-making institutions, this is a good time to reach out them.

You can also ask grant-making institutions to share their data with you.

See a sample letter to send to grant-making institutions

Prepare your data for analysis

Your survey has closed and now you have all this information! Now you need to ensure your data is as accurate as possible.

Also, along with your surveys, you may have collected data from applications sent to grant-making institutions. Use these same steps to sort that data as well.

Do not get discouraged if you cannot compare the two data sets! Funders collect different information from what you collected in the surveys. In your final research report and products, you can analyze and present the datasets (survey versus grant-making institution data) separately.

1. Clean your data

- Resolve and remove duplications: If there is more than one completed survey for one organization, reach out to the organization and determine which one is the most accurate.

- Remove ineligible responses: Go through each completed survey and remove any responses that did not properly answer the question. Replace it with "null", thus keeping it out of your analysis.

- Consistently format numerical data: For example, you may remove commas, decimals and dollar signs from numerical responses. Financial figures provided in different currencies may need to be converted.

2. Code open-ended responses

There are two styles of open-ended responses that require coding.

Questions with open-ended responses

For these questions, you will need to code responses in order to track trends.

Some challenges you will face with this are:

1. People will not use the exact same words to describe similar responses.
2. Surveys with multiple language options will require translation and then coding.
3. Staff capacity to review and code each open-ended response.

If using more than one staff member to review and code, you will need to ensure consistency of coding. Thus, this is why we recommend limiting your open-ended questions and as specific as possible for open-ended questions you do ask.

Depending on your sample size and amount of completed surveys, this step can be lengthy.

Tapping into a strong pool of detail-oriented staff will speed up the process and ensure greater accuracy at this stage.

For example, if you had the open-ended question "What specific challenges did you face in fundraising this year?" and some common responses cite "lack of staff," or "economic recession," you will need to code each of those responses so you can analyze how many participants are responding in a similar way.

For closed-end questions

If you provided the participant with the option of elaborating on their response, you will also need to "up-code" these responses.

For several questions in the survey, you may have offered the option of selecting the category "Other". With "Other" options, it is common to offer a field in which the participant can elaborate.

You will need to "up-code" such responses by either:

- Converting open-ended responses to the correct existing categories (this is known as "up-coding"). As a simple example, consider your survey asks participants "what is your favorite color?" and you offer the options "blue," "green," and "other."
There may be some participants that choose "other" and in their explanation they write "the color of the sky is my favorite color." You would then "up-code" answers like these to the correct category, in this case, the category "blue."

- Creating a new category if there are several "others" that have a common theme. (This is similar to coding the first type of openended responses). Consider the previous example question of favorite color. Perhaps many participants chose "other" and then wrote "red" is their favorite. In this case, you would create a new category of "red" to track all responses that answered "red."

- Removing "others" that do not fit any existing or newly created categories.

3. Remove unecessary data

Analyze the frequency of the results

For each quantitative question, you can decide whether you should remove the top or bottom 5% or 1% to prevent outliers* from skewing your results.

You can also address the skewing effect of outliers by using median average rather than the mean average. Calculate the median by sorting responses in order, and selecting the number in the middle.

However, keep in mind that you may still find outlier* data useful. It will give you an idea of the range and diversity of your survey participants and you may want to do case studies on the outliers.

Remove the entire survey for participants who do not fit your target population. Generally you can recognize this by the organizations' names or through their responses to qualitative questions.

An outlier is a data point that is much bigger or much smaller than the majority of data points.

For example, imagine you live in a middleclass neighborhood with one billionaire. You decide that you want to learn what the range of income is for middleclass families in your neighborhood. In order to do so, you must remove the billionaire income from your dataset, as it is an outlier. Otherwise, your mean middle-class income will seem much higher than it really is.

4. Make it safe

To ensure confidentiality of the information shared by respondents, at this stage you can replace organization names with a new set of ID numbers and save the coding, matching names with IDs in a separate file. With your team, determine how the coding file and data should be stored and protected.

For example, will all data be stored on a password-protected computer or server that only the research team can access?

Create your topline report

A topline report will list every question that was asked in your survey, with the response percentages listed under each question. This presents the collective results of all individual responses.

Analyze your data

Now that your data is clean and sorted, what does it all mean?

This is the fun part where you begin to analyze for trends. Are there prominent types of funders (government versus corporate)? Are there regions that receive more funding? Your data will reveal some interesting information.

1. Statistical programs

- Samples under 150 responses may be done in-house using an Excel spreadsheet.
- Samples above 150 responses may be done in-house using Excel if your analysis will be limited to tallying overall responses, simpleaverages or other simple analysis.
- If you plan to do more advanced analysis, such as multivariate analysis, then we recommend using statistical software such as SPSS, Stata or R (SPSS and Stata are expensive whereas R is free).
- All three types of software require staff knowledge and are not easy to learn quickly.

2. Suggested points for analysis

- Analysis of collective budget sizes
- Analysis of budget sizes by region or type of organization
- Most common funders
- Total amount of all funding reported
- Total percentages of type of funding (corporate, government, etc)
- Most funded issues/ populations
- Changes over time in any of these results

Tips:

- *Consistency is important: the same rules should be applied to every outlier when determining if it should stay or be removed from the dataset.*

- *For all open ("other" responses that are up coded, ensure the coding matches. Appoint a dedicated point person to randomly check codes for consistency and reliability and recode if necessary.*

- *If possible, try to ensure that you can work at least in a team of two, so that there is always someone to check your work.*

Try searching for interns or temporary staff from local universities. Many students must learn statistical analysis as part of their coursework and may have free access to SPSS or Stata software through their university. They may also be knowledgeable in R, which is free to download and use.

5. Conduct interviews

Interviews produce in-depth information that you cannot easily obtain from surveys. While surveys focuses mainly on quantifiable data and closed questions, interviews allow for expert opinions from activists and donors, and open-ended questions which can provide context to survey data results.

General tips

1. Before conducting your interviews

Send the interviewees a **concept note** with your objectives for the interview and for your overall research, as well as a list of questions.

This allows them to prepare answers for more complicated questions and look up information that they may not have immediately on hand.

2. During the interviews

- You can conduct interviews while your survey is running, in order to save time.

- Try to keep your interviews as consistent as possible in order to facilitate systematic analysis of results. This means asking the same questions. Coding identical responses to each question will allow you to uncover hidden trends.

- The interviews can also be used to flesh out some of the survey findings.

Do not base your questions on assumptions about your interviewees' knowledge. Instead, first **clarify what they know** – this will reveal information as well.

Estimated time:

- 1.5 - 3 months

People needed:

- 1 or more research person(s)

Resources needed:

- List of donors and women's rights organizations and activists to interview
- Prepared interview questions
- Concept Note (You can use the research framing you created in the "Frame your research" section)

Resources available:

- *AWID Sample Interview Questions: Donors*
- *AWID Sample Interview Questions: Activists & Women's Rights Organizations*

DON'T:

"Given the current funding trends in Switzerland, do you know of any opportunities for collaboration? This question assumes that the interviewee knows current funding trends and that their understanding of funding trends matches yours.

DO:

First ask "What is your nderstanding of current funding trends in Switzerland?", followed by "Do you know of any opportunities for collaboration?" This will reveal what their understanding is, giving you even more information than the first question.

Specialized interviews

1. Donor interviews

Interviews with donors will allow you to build deeper relationships with them, which will be useful when you conduct post-research advocacy.

They will also provide you with deeper insight into funders' decisionmaking processes.

Suggested topics of focus for donor interviews:

- What are their funding priorities? Why and how did they select those priorities? For example, why do they choose project-funding over core support or vice versa?

- What are annual amounts allocated to the advancement of women's human rights? This will strengthen overall reliability of data collected.

- Have they noticed any funding trends, and what do they believe are the origins and politics behind these trends?

- What is their theory of social change and how does that impact their relationships with women's rights organizations?

View samples of donor interviews

2. Women's rights organizations and activists interviews

Interviews with women's rights organizations and activists will provide you with insight into their on-the-ground realities.

Again, these interviews will allow you to build deeper relationships that can be incorporated into your advocacy, particularly to encourage collaboration between donors and activists.

Suggested topics of focus for women's rights organizations and activist interviews:

- Long-term funding priority trends noted by women's organizations and their impact.

- Successful examples of feminist and collaborative resource mobilization strategies that build strong and complementary movements.

- "Making the case" for why it is important to support women's organizations and organizing.

- How different actors understand the social change process and their role in advancing/achieving gender equality and women's rights.

Preliminary findings

Through the course of your WITM research, we recommend analyzing your preliminary findings. Presenting your preliminary findings opens up opportunities to conduct more interviews and get feedback on your research process and initial results.

This feedback can be incorporated into your final research.

AWID conducts "WITM convenings" to share preliminary results of survey data and interviews.

These gatherings allow participants (activists, women's rights organizations, and donors) to debate and discuss the results, clarifying the context, creating more ownership amongst members of the movement, and providing more input for final research.

View samples of women's organizations and activists interviews

For example, the Resource Mobilization Hub for Indigenous Women's Rights at the World Summit on Indigenous Philanthropy was used as a space to debut preliminary results.

6. Conduct desk research

Desk research can be done throughout your research. It can assist you with framing, help you to choose survey questions and provide insights to your results.

Giving context

Conducting desk research throughout your research process can assist you with framing, help you to choose survey questions and provide contextual clarity or interesting insights to your survey results, such as comparing similarities and differences between your survey results and information produced by civil society and donors.

Perhaps you notice trends in your survey data and want to understand them.

For example, your survey data may reveal that organization budgets are shrinking, but it cannot tell you why this is happening. Reviewing publications can give you context on potential reasons behind such trends.

Building on existing knowledge

Desk research also ensures you are building your research on the existing knowledge regarding your topic, confirming the validity and relevance of your findings.

They may be complimentary or contradictory to existing knowledge, but they must speak to existing data on the topic.

To ensure comprehensive research of the entire funding landscape related to your topic, look at a diverse set of funding sectors.

Estimated time:

- 1-2 months

People needed:

- 1 or more research person(s)

Sources of information to be considered :

- Women's Funds
- Private and Public Foundations
- International or local Non-Governmental Organizations (INGOs)
- Bilateral and Multilateral Agencies
- Private Sector Actors
- Individual Philanthropists
- Crowdfunders

Potential sources for desk research (non-exhaustive)

1. Donors' websites and annual reports

These are direct sources of information about what funders are actually doing and generally contain information on policies and budgets.

Researching this before interviewing donors can result in more focused questions and a stronger interview.

2. Online sources of information

- *Alliance Magazine*
- *Council on Foundations newsletter*
- *Devex blog & bulletins*
- *Foundation Center news*
- Articles written by activists and organizations in your survey population
- *AWD's Donor list*
- *Philanthropy Journal*
- *Institute of Development Studies*

7. Synthesize your research findings

Now that you have analyzed all your data – from your survey, interviews, desk research and potentially other sources – you can create your final product.

Create your final product

Your final product will be the document that will summarize, analyze and criticize your data. That will be the piece that you will share with your community to present and explain your research to your audience.

At AWID, we often write a comprehensive written report that analyzes each set of data and synthesizes all of our findings, then later create smaller products, such as infographics and summaries (explained in subsequent the **"Finalize and format"** section).

1. Write clearly

- Organize your data as you would like to tell a story. You can follow the order of your survey. Or you can regroup some questions to lead to your conclusion in a smooth and progressive way.

- Adapt your language to your audience. Use universal language and avoid jargon or too technical terms.

Importance of the editor

An editor will proofread, ensure concise writing, conduct fact-checking, point out inconsistencies that need to be resolved, arrange the flow of the document and possibly suggest titles.

Your editor should preferably be someone who understands and knows your WITM work but who was not directly involved in the research. This will bring in a fresh perspective.

Estimated time:

- 2 - 5 months

People needed:

- 1 or more research person(s)
- 1 editor (or webeditor if you create an online product)
- Translator(s), if done in more than one language

Resource needed:

- List of advisor organizations, activists, and donors.
- Concept note (from "Frame your research" section)
- Survey topline results
- Prepared interview questions
- Interview results
- Desk research data
- All other data used in report

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2. Make it pretty

- Use the data collected to create graphs and tables. These type of visuals are a compelling way to highlight the main findings of your research and validate your analysis.

- Source relevant images that can illustrate your report.

- Highlight key-numbers and/or powerful testimonials.

3. Gather review & inputs

At this point, you have collected all your data, analyzed it and transformed it into your final product, likely in a long report.

1. Polish your results

Before moving on to the next steps – you should share your final research product with your advisor organizations, activists, and donors.

This is a great moment to check the following points:

- Are there any key points missing in your analysis of the present funding landscape and trends?

- Are there any key points missing in your conclusions?

- Are there any inaccuracies in the data that need to be corrected?

- General suggestions on strengthening the report to achieve your goals as listed in your research framing.

This will now be the final, completed version of your report. If you intend to publish the final report in other languages, now is the time to send it for translation.

2. Facilitate the feedback

- Your advisors are likely busy with their regular responsibilities. Be sure to request feedback within a reasonable deadline.

- Keep your request for feedback brief and specific, so it is easy for them to respond. If you like, you can simply copy and paste the bullet points we have provided.

- If you are publishing in multiple languages, ensure you have advisors who can also review the final translated versions of your product(s).

Remember:

The more accessible your product is, the more people will want to read (and share!) it.

Once you have inputted all feedback from your advisors, be sure to run it by your editor once more.

This is a significant contribution from your advisors. Consider offering them some form of recognition.

8. Finalize and format

Your comprehensive research product is now all organized and edited. You now want to ensure your findings are visually accessible and appealing to facilitate the dissemination.

Package your long report for public dissemination

Consider developing smaller products along with your long report.

As mentioned in the "Synthesize your research findings," AWID often pulls smaller products from the lengthy research report. This allows for wider and easier distribution specialized for key audiences.

Always keep your targeted population in mind: who will read your report?

Examples of smaller products distilled from a larger report:

- Infographics
- Online gallery
- An animation presenting your arguments

1. Think as your audience thinks

People are bombarded with information constantly. Your product will have to be visually compelling to maintain the interest of your audience. Again, having an idea of what you hope to accomplish and who you hope to reach, will allow the designer to create targeted products.

A lengthy written PDF report may seem the only way to present your research, but it could appear overwhelming to most people – especially online.

If you want to share your product with an online community, think about creating memes and infographics to use on social media, blogs and web platforms.

When deciding whether to create smaller products, consider dividing your results into several smaller products that you could share with targeted populations or at different times of the year to reactivate the interest on your product.

Estimated time:

- 2-3 months

People needed:

- 1 or more research person(s)
- 1 or more editor
- Design staff or hiring design firm
- Translator(s), if necessary

Resources needed:

- List of online spaces for dissemination

2. Work with a professional designer

If you have **limited time and a little bit of budget,** we recommend hiring a design firm.

It can be tempting for economic reasons to use in-house staff to package your report.

However, a professional graphic designer can make a huge difference on how your final product looks and thus on how much impact it will have!

The designer (in-house or hired) must be able to:

- Show you samples of their previous work that is similar to what you seek.
- Provide you clear advice on how to present your research based on the content you provide and the audience you are targeting.
- Suggest additional or different pieces to package your product.

What the designer will need from you:

- A general idea on what you would like the lengthy report to highlight through visuals and graphics (what are the most important pieces of information, the key findings, for example) and some ideas on the types of smaller products you want to create (brochure, an infographic, a series of viral memes, for example). If possible, show the designer examples of similar documents developed by other organizations.
- Your budget and time frame.
- Your organization's visual guidelines if you have any (logo, official colours, fonts, etc...).
- A few photos copyright free or access to your photo bank of you have one.
- Key visuals that need to be included – graphs, tables and other visual graphics drawn from your research.

Designers are graphic experts: *They are not necessarily familiar with women's issues and do not know the results of your research, especially if you hire an external firm.*

Communicate what elements of this report is important to you and who is your target. The designer will propose a way to highlight these elements and make the whole piece appealing to your users.

3. Make sure it's consistent

While creating a set of smaller information products, do not forget to link them all together:

- A shorter version of the report that focuses only on your final results and recommendations should present a link to the final, full report

- A visually compelling infographic that sends a message on the state of funding for your particular research can link to your website and the related section of the full report. It should be associated with a call to share on social media.

- A short animation video that uses the data, findings and recommendations from your report should link back to your organization website and social media.

- A series of viral memes that can be distributed online should link back to your report, infographic, shorter report, etc.

4. Control the quality of the translations

After the design and packaging of the final research report is complete, if any of the wording of content was changed, be sure to re-send to translators.

If you create smaller products, once designed and packaged, you will also need to get the copy translated for those pieces.

The translations should be clear enough so the designer can apply to the design, even if she/he does not speak the language.

It is also important to keep the research staff involved, so they can ensure any offshoot products stay true to the actual findings of the research.

Once translated, make sure to have your design proofread by a native speaker before sharing it!

9. Advocate and tell the world!

The results of your research will also shape your advocacy – for example, your results will have revealed which sectors fund the most and which sectors you feel need donor education.

Build your advocacy strategy

In the "Frame your research" section of this toolkit we recommend that you plot out what goals you hope to accomplish with your research.

These goals will allow you to build an advocacy strategy once your research is complete.

An advocacy strategy is a plan of distributing your research results in a way that allows you to accomplish your goals, falling under the broader goal of advocating with key sectors to make positive changes for resources for women's rights organizing.

Using the goals defined in your research framing:

- List the potential groups of contacts who can be interested in your research results

- For each group, explain in one sentence how they can help you achieve your goal.

- For each group, mark what tone you are supposed to use to talk to them (formal professional, commentary casual, do they understand the field's jargon?)

- List every media that can allow you to reach these audiences, in the proper tone (social media to build community feeling, press release for official announcement to a general audience, etc.)

From this list – as exhaustive as possible, chose which ones are the most efficient for achieve your goals.

(See below for specific examples of audiences and advocacy methods)

Once you have a strategy, you can start the dissemination.

Estimated time:

- 1-2 years, depending on advocacy goals

People needed:

- 1 or more communications person(s)

Resources needed:

- List of spaces to advertise research

- List of blogs and online magazines where you can publish articles about your research finding

- List of advisors

- Your WITM information products

- Sample of Advocacy Plan

Reach out to your network

To disseminate your results, reach out first to the contacts through whom you distributed your survey, as well as to all your survey and interview participants.

- First, take this opportunity to thank them for contributing to this research.

- Share with them the main survey results and analysis.

- Make it easy for them to disseminate your product through their networks by giving them samples of tweets, Facebook posts or even a short introduction that they could copy and paste on their website.

Adapt your strategy to the sector

As an example, we present below a list of sectors AWID engages in advocacy.
- Use this list as a point of departure to develop your own sector-specific advocacy plan.

- Create an objective for what you hope to accomplish for each sector.

- Be sure to add any additional sectors to this list that are relevant for your particular research, such as local NGOs or local governments, for example.

Your list of advisory organizations and individuals will also be useful here.

They can help you disseminate the report in different spaces, as well as introduce you to new organizations or advocacy spaces.

Make sure to adapt your presentations, propositions and applications to each targeted group.

Do not forget to state clearly a contact person and ask for a confirmation once they have published it.

On top of making you able to track who disseminated your report, it will help build stronger relationships within your network.

1. Women's rights organizations

Sample objectives:

- Update women's rights organizations on funding trends.
- Brainstorm collaborative efforts for resource mobilization using research findings
- Influence how they approach resource mobilization.

Examples of possible advocacy methods:

- Offer seminars , learning cafés or other events throughout your region, in relevant languages, in order to update women's rights organizations with the findings of your research.
- If you can't physically reach everyone in your region, think about setting-up a webinar and online presentations.
- Present your findings at larger convenings, such as the Commission on the Status of Women (CSW).
- Beyond your own organizations' newsletters and website, write articles on different platforms that are frequented by your target audience. Examples: *World Pulse*, *OpenDemocracy*, *feministing*.

2. Bilaterals and multilaterals

Sample objectives:

- Raising awareness about how funding is not meeting established commitments and how this sector needs to improve funding mechanisms to finance women's rights organizing.
- Identify which bilateral & multilaterals have the most influence on funding – this could include local embassies.

Examples of possible advocacy methods:

- Enlist ally organizations and influential individuals (some may already be your advisors for this research process) to do peer education.
- Seek their assistance to disseminate research finding widely in large multilaterals (like the UN).
- Present at and/or attend influential spaces where bilaterals and multilaterals are present, such as *GENDERNET*.
- Publish articles in outlets that are read by bilaterals and multilaterals such as *devex, Better Aid, Publish What You Pay.*

3. Private foundations

Sample objectives:

- Expand the quality and quantity of support for women's rights organizations.

Examples of possible advocacy methods:

- Attend and/or present at events led by private foundations.

- Approach private foundations through membership groups, such as the *Human Rights Funders Network* or *Africa Philanthropy Network*. Propose sessions at their events.

- Reach out to progressive grantmaking alliances, such as *EDGE Funders*, for dissemination and possible presentation.

- Publish articles on different outlets read by private funders, such as *The Chronicle of Philanthropy* and *Alliance Magazine*.

4. Women's funds

Sample objectives:

- Encourage them to continue their work at higher scale.

Examples of possible advocacy methods:

- Hold presentations at the women's funds in your region and in countries that you hope to influence.

- Disseminate your research findings to all women's funds that impact the region, priority issue or population you are focusing on.

- Consider doing joint efforts based on the results of the findings. For example, you could propose to collaborate with a fund to develop an endowment that closes the funding gaps found in your research.

5. Private sector and new donors

Sample objectives:

- Increase their understanding of the field and encourage coherence between their philanthropic interests and business practice.

Examples of possible advocacy methods:

- Enlist ally organizations and influential individuals (some may already be your advisors for this research process) to do peer education.

- Arrange meetings with influential private actors to present your research findings.

- Host your own meeting, inviting private sector actors, to share the findings and to advocate for your position.

"Where is the Money for Women's Rights?"

AWID's WITM Toolkit

"Ready To Go" Worksheet

Use this worksheet to assess your capacity and plan your research.

Ready To Go? Worksheet

This worksheet will allow you to assess your readiness to begin your own "Where is the Money" (WITM) research. The more questions you can answer below, the more prepared you are to undertake your research.

If you find that many questions are unanswered, set aside some time to prepare for your WITM research undertaking. Once you're able to answer a majority of these questions, you know you're ready to go!

Gather your resources

People:

You may decide to hire separate people for each role or hire people responsible for multiple roles depending on their skillset and capacity.

This section will assist you in determining who plays what role and what the estimated costs will be to hire them.

1. Who will lead the overall implementation of your WITM research and ensure every key piece of the research is on track? Consider each section of this toolkit as key pieces needing coordination, starting from Section 2, "Frame your research" to Section 9, "Advocate & tell the world!". List name (or names) below.

2. Who will conceptualize the framework for this research?

List name (or names) below.

3. Who will collect your data?

Consider the types of data you are collecting when determining who will be responsible for its collection:

- Quantitative Data: Surveys and/or application data from grantmakers: List name of person or persons responsible below

- Qualitative Data: Interviews, Desk Research: List name of person or persons responsible below

4. Who will conduct your quantitative and qualitative data analysis? Select one:

- Poll Data/ Statistics Experts (new hire)

- Existing staff

- Paid intern from a local university

- Other

5. Who is responsible for documenting and packaging your research into the final research products, such as final research report? List the name (or names) below.

6. Who is responsible for ensuring your research products are adapted for the internet (web editor)?

This is not a requirement to develop your products, but is recommended if online dissemination plays a big role in your advocacy strategy. List the name (or names) below.

7. Who will be managing the communications aspects of this research project?

Communication person (or persons) will make sure your survey is widely distributed and the resulting research and final products are also widely advertised. List the name (or names) below.

Expenses:

8. Make a list of people required to complete this research by compiling all the people you wrote in the answers from questions 1-6. For each person, estimate salary costs in the currency your organization uses:

People	Salary

9. Are you planning on offering this survey and research in multiple languages other than your native language?

- Yes / No

If Yes, please list below the languages you will be translating to:

10. Estimate translation costs for each language. As you estimate costs, remember you will need translations in 4 stages of your research:

- translations of survey questions should you choose to do surveys,

- translations to advertize your survey,

- translations of your final research products, and

- translations of the outreach to advertize your final research products.

Remember to estimate costs in the currency your organization uses.

Language	Cost

11. Will you hire a design firm or external designers to create your final products?

- Yes / No

If Yes, estimate the costs of hiring a design firm/external designers:

Resources:

12. What tools do you plan on using to conduct your data analysis? Select one:

- Excel (for small data sets of 250-400)

- Data Analysis Software (SPSS, Stata, R)

- Other

13. Enter the costs of acquiring tools for data analysis (Excel or data analysis software):

14. Will you offer an incentive to participants to take the survey?

- Yes / No

If Yes, estimate the costs of this incentive:

15. List your advisors (organizations, individuals) that you will consult with as you develop the survey and final research:

16. Will you offer your advisors any compensation or incentive

- Yes / No

If Yes, estimate the costs of compensation or incentives

Frame your research

17. What are your goals with this research?

18. What are key questions you want to answer with your research that no existing research can answer?

19. What types of data are you going to use for your research?

For example, will you source data from a survey you create, interviews with funders, grantmaking data, etc? Remember, you can have more than one source of data.

List all below:

20. For each type of data listed in the previous question, list how you plan on obtaining that data:

21. What final products to you plan to create with your research?

Design your survey

22. Which survey platform do you plan on using to create your survey (e.g: Survey Gizmo, Survey Monkey or other)?

23. Estimate costs for your survey service:

24. What populations do you want to survey (Check all that apply). For each population selected, we recommend creating a separate survey.

- Women's rights organizations
- Donors
- Women's Funds
- Other (List out the exact populations if you can)

25. Can your target populations be reached with an online survey?

- Yes / No*

*If No, then you will need to create a paper survey for each population that cannot be reached online.

If No, estimate the cost of printing and distributing paper survey.

Distribution costs may include attending events and forums where your survey population is accessible.

26. How long does it take for your participants to complete each survey?

Survey	Time

27. Will you repeat this survey in the future?

- Yes*/ No

*If Yes we recommend dividing your survey questions into separate sets: Sets that will be repeated and Sets that will be adjusted per survey.

Collect and analyze your data

28. Which online spaces can you use to promote links to your survey? Create a list below.

Conduct interviews

29. Create your initial list of donors you would like to interview for your research.

30. Create a list of the activists and women's rights organizations you would like to interview for your research.

31. Create a list of events where you can host "WITM gatherings" (such as sessions at conferences or standalone "WITM" events) to share your preliminary findings.

Use desk research

32. Where will you draw information from for desk research?

- Women's Funds
- Private and Public Foundations
- INGOs
- Bilaterals and Multilaterals
- Private Sector Donors
- Individual Philanthropists
- Crowdfunders
- Other sectors:

Synthesize your research findings

33. Create a list of potential products you can create with your final research analysis.

This could include a long research report, an animation that distills your findings or an Infographic. Be creative and consider the best way of capturing your audience's attention!

Review and gather inputs

34. Will you offer recognition to your advisors?

- Yes / No

If Yes, create a list of ways you will recognize their contributions after your research is completed.

Finalize and format

35. Estimate costs associated with the production of each research product you will create. Remember to include printing and distribution.

Research products	Production costs

Advocate and tell the world!

36. What sectors do you want to advocate with, using your WITM research? List below.

37. What communications channels will you use to reach them? (social media, personal email, mass mailing)

The more questions you were able to answer, the more prepared you are to undertake your research.

If many questions remain unanswered, set aside some time to prepare for your WITM research undertaking.

Review the Toolkit

(awid.org/witm-toolkit)

Ready to go?

Use our worksheet to assess your readiness to begin your own "Where is the Money" (WITM) research.

You can access and fill in the worksheet online *awid.org*/**witm-toolkit-worksheet**

For more information

The Resourcing for Women's Rights team also offers technical and political support before and during the research process.

Review the toolkit and contact us at *fundher@awid.org* if you need more information.

FIND THE TOOLKIT ONLINE: *awid.org*/**witm-toolkit**

awid women's rights